

The American Perfumer

and Essential Oil Review

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See also page 9

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PERFUME BASES

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NEW YORK

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IN THIS ISSUE

MANY of our readers will remember the articles of Ralph H. Auch, which appeared in our pages several years ago. Mr. Auch returns this month with an article on Deodorants on which subject he can speak with considerable authority. Mr. Fairman is also back with an interesting discussion of price cutting, its reason and possible cure. The conventions of the Flavoring Extract Association and the Canadian Perfumers are reported in detail. There is also a fascinating review of the last twenty-five years in essential oils by Dr. Francis D. Dodge. Mr. Chilson continues the Production Man's Diary. There is an attractive array of new packages. And all of the usual Departments with which you are familiar. We hope you will find it all interesting.

The
American Perfumer
and Essential Oil Review

Registered U. S. Patent Office

Guaranteed Quality

"StaffAllen's"



*I*T is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

Quality, however, is more elusive. Perfection is achieved only when the raw material is of the finest, selected with discrimination and scientifically distilled.

"StaffAllen's" oils are not merely pure in the technical sense; they meet the most exacting requirements of "quality" as distinguished from mere "purity."

STAFFORD ALLEN & SONS, Ltd. : London
UNGERER & COMPANY : : New York

OTTO OF ROSE D'OR

*W*HEN a product has been on the market for years and is as well and favorably known to all users of perfume materials as is Botu Pappazoglou's Otto of Rose d'Or there remains nothing new to be said about it.

The purchasing of Otto of Rose is essentially a question of confidence in the brand and the fact that Otto of Rose d'Or has held the leadership for so many years and still holds it is sufficient proof of the esteem in which its quality is held by those best competent to judge its merits.

UNGERER & COMPANY : : New York
BOTU D. PAPPAZOGLU, S. A., Kazanlik, Bulgaria

The American Perfumer

and Essential Oil Review

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A Check on Trade Commission

*Supreme Court Defines and Limits Powers of
Board in Decision on Case
Against Raladam Co.*

WASHINGTON, May 27.—A Supreme Court order checking the authority of the Federal Trade Commission and holding it powerless to act against any manufacturer whose acts, regardless of their character, do not create unfair competition for others, has just been handed down in a ruling on a suit instituted against the Raladam Company by the commission. The ruling set a precedent which may have far-reaching effect on commission's activities although permission to re-open the case may be granted.

The Raladam Company, according to the decision, manufactures a reducing preparation containing "dissicated thyroid." The commission insisted that it write into its advertisements that this preparation could be used safely only with the advice and aid of a physician, it being alleged that this substance acts differently in various human systems and might be injurious to health if used without expert medical advice.

In the opinion of the court, written by Justice Sutherland, the case was described as follows:

"In substance the commission ordered the respondent to cease and desist from representing that its preparation is a scientific method for treating obesity, is the result of scientific research or that the formula is a scientific formula; and from representing its preparation as a remedy for obesity, unless accompanied by the statement that it cannot be taken safely except under medical care and direction.

"Findings, supported by evidence, warrant the con-

clusion that the preparation is one which cannot be used generally with safety to physical health except under medical direction and advice. If the necessity of protecting the public against dangerously misleading advertisements of a remedy sold in interstate commerce were all that is necessary to give the commission jurisdiction, the order could not successfully be assailed. But this is not all.

"By the plain words of the act the power of the commission to take steps looking to the issue of an

order to desist depends upon three distinct prerequisites: (1) That the methods complained of are unfair; (2) that they are methods of competition in commerce; and (3) that a proceeding by the commission to prevent the use of the methods appears to be in the interest of the public."

The order stated that "we assume the existence of the first and third of these requisites," and then dwelt at length on the second phase with the final determination that such methods were not competitive as no competition was shown to exist in fact.

"The paramount aim of the act," the order stated, "is the protection of the public from the evils likely to result from the destruction of competition or the restriction of it in a substantial

degree, and this presupposes the existence of some substantial competition to be affected, since the public is not interested in the maintenance of competition which itself is without real substance."

Further in the order, the court also said of the



commission's assumption of authority in making its ruling:

"Official powers cannot be extended beyond the terms and necessary implications of the grant. If broader powers be desirable they must be conferred by Congress. They cannot be merely assumed by administrative officers; nor can they be created by the courts in the proper exercise of their judicial functions."

Justice Sutherland included lengthy citations from other decisions of the court and then, in a rather lengthy summary, printed here so that readers may learn at first-hand the full decision of the court, stated:

"Findings of the commission justify the conclusion that the advertisement naturally would tend to increase the business of respondent; but there is neither finding nor evidence from which the conclusion legitimately can be drawn that these advertisements substantially injured or tended thus to injure the business of any competitor or of competitors generally, whether legitimate or not.

"None of the supposed competitors appeared or was called up to show what, if any, effect the misleading advertisements had, or were likely to have, upon his business. The only evidence as to the existence of competitors comes from medical sources not engaged in making or selling 'obesity cures,' and consists in the main of a list of supposed producers and sellers of 'anti-fat remedies' compiled from the files and records of the Bureau of Investigation of the American Medical Association, a list which appears to have been gathered mainly from newspapers and advertisements.

"The only specific evidence was that of a witness who said that he had purchased in drug stores in Chicago five different anti-fat treatments and could have purchased a sixth. How long they had been in stock, what was their nature, whether they were intended to be used internally, or in what way they competed or could compete with respondent's preparation does not appear.

"Of course, medical practitioners, by some of whom the danger of using the remedy without competent advice was exposed, are not in competition with respondent. They follow a profession and not a trade, and are not engaged in the business of making or vending remedies but in prescribing them.

"It is impossible to say whether, as a result of respondent's advertisements, any business was diverted, or was likely to be diverted, from others engaged in like trade, or whether competitors, identified or unidentified, were injured in their business or were likely to be injured, or, indeed, whether any other anti-obesity remedies were sold or offered for sale in competition, or were of such a character as naturally to come into any real competition with respondent's preparations in the interstate market. All this was left without proof, and remains at best a matter of conjecture. Something more substantial than that is required as a basis for the exercise of authority of the commission.

"Whether the respondent, in what it was doing, was subjecting itself to administrative or other proceeding under the statute relating to the misbranding of foods and drugs we need not now inquire, for the

administration of that statute is not committed to the Federal Trade Commission. . . .

"Acting upon its belief, the commission issues charges and enters upon an inquiry which, of course, it has jurisdiction to make. But one of the facts necessary in the support of jurisdiction to make the final order to cease and desist is the existence of competition; and the commission cannot, by assuming the existence of competition, if in fact there be none, give itself jurisdiction to make such an order. If, as a result of the inquiry, it turn out that the preliminary assumption of competition is without foundation, jurisdiction to make that order necessarily fails, and the proceeding must be dismissed by the commission."

Court Rules on Permits

Besides the *Raladam* order issued by the Supreme Court, it handed down an earlier decision upholding the right of the Bureau of Industrial Alcohol to designate expiration dates for permits. This ruling was made in a refusal to review two suits appealed from lower courts which had contested this right.

The cases, which were coupled, were: *Joy Chemical Company vs. William D. Moss*, Supervisor of Permits; *James M. Doran*, Commissioner of Industrial Alcohol, and *Andrew W. Mellon*, Secretary of the Treasury; and *Isidor Selkow* (*Washington Barber Supply Company*) vs. *Maurice Campbell*, former prohibition administrator in New York, and Messrs. *Moss*, *Doran* and *Mellon*.

Both petitioners asked for a writ of certiorari to review adverse decisions in the Second Circuit Court of Appeals. They cited the Treasury ruling that all permits issued before Aug. 31 of any year must expire on Dec. 31 of that year, and asked the court:

"Has the Secretary of the Treasury power to provide that a permit to use intoxicating liquor, or a permit to use specially denatured alcohol, shall expire upon a certain day?"

The Supreme Court ruled that the Secretary has this authority.

Toiletry Sales in Brazil Large

It is estimated that during 1930 Brazil's consumption of toilet preparations reached a total value in excess of \$20,000,000. Although the majority of the 500 domestic factories engaged in the production of these products are relatively small, there are numerous large and modernly equipped establishments which turn out such items as rouge (stick and powder), cold creams, tooth paste, cologne water, brillantine, bath salts, scented soaps, and numerous other products of a similar nature. Probably the largest factory in South America engaged in the manufacture of toilet preparations is located in Rio de Janeiro. This establishment represents a capital investment of approximately \$600,000, employs over 500 operators, and produces annually 500,000 dozen cakes of toilet soap alone in addition to large quantities of tooth paste, shaving cream, cologne water, and various other cosmetics and toilet preparations, all of which enjoy country-wide distribution.—(*Commercial Attache Carlton Jackson, Rio de Janeiro*).

Convention of F. E. M. A.

Twenty-Second Annual Meeting at Cleveland, May 20, 21, 22, 1931

THE Twenty-Second Annual Convention of the Flavoring Extract Manufacturers Association of the United States was called to order by President E. L. Brendlinger, May 20, 1931, at the Hollenden Hotel in Cleveland, Ohio. Plans and preparations for the convention had been so splendidly carried out by Wilbur H. Hyde and B. H. Smith, joint chairmen of the convention committee, that, while not the largest in point of attendance, it was one of the best in point of interest and entertainment which the association has ever held.

The session was opened with roll call followed by the address of President E. L. Brendlinger who briefly outlined the work of the officers and of the executive committee during the last year. He called special attention to the legislative activities and relations of the association with various governmental departments, and in closing thanked his associates for their splendid co-operation.

Report of Executive Secretary

John H. Hall, associate of Thomas J. Hickey, executive secretary and general counsel, read Mr. Hickey's report, which showed that the association had had an exceptionally busy legislative season, no less than 475 bills in Congress and the several states having come to the attention of his office during the year. Work on these measures was very successful and the report detailed what had been accomplished in a large number of instances.

Address of Edwin B. George

President Brendlinger then called upon George F. Armor who introduced Edwin B. George, Chief of the Marketing Division of the U. S. Department of Commerce. Mr. George held the attention of the members with an excellent address in which he told of the progress made in the various surveys of distribution which had been undertaken by his division. He pointed out the valuable lessons in marketing and merchandising procedure which had resulted from the work already done and predicted that much more good would follow the completion of some of the surveys now in progress. The results of the Louisville grocery store survey were of particular interest and of considerable value.

Address of Prof. W. C. Weidler

Prof. W. C. Weidler, Dean of the College of Commerce and Administration of Ohio State University was next introduced. Recognized as an authority on economic problems, he discussed price trends and their marketing significance, tracing the development of the business cycle during the 19th and 20th centuries and drawing the conclusion that short time price fluctuations have a greater effect upon marketing organization and function than do the slower and longer trends which develop over long periods and the effect on present conditions.

Treasurer's Report

The report of treasurer Frank L. Beggs, as usual, showed the association in good financial condition. Associate counsel Philip C. Friese outlined his activities on certain legislative matters which were carried to a successful conclusion.

Terpeneless Oils

An interesting paper was that of Dr. Alexander Katz of Florasynth Laboratories, Inc., New York, who discussed the distillation and character of terpeneless oils as a background for their greater employment in the flavor industry. Dr. Katz exhibited interesting charts showing the process of manufacture and

the comparative strength of these products in relation to the natural oils.

He was followed by Joseph A. Huisking of C. L. Huisking & Co., Inc., New York, who discussed the present market position of essential oils, especially those in the citrus group which have reached the lowest level in some years.

Committee on Consolidation

George H. Burnett, reporting for the Committee on possible consolidation with the Soda Water Flavors Association, stated that this matter had been allowed to remain in abeyance until the annual meeting of that organization in November.

Legislation and Trade Relations

A report on legislation presented by B. H. Smith covered in part the work of his committee and its relation to that of the general and associate counsel.

George M. Armor, reporting on trade relations also

Officers of F. E. M. A. 1931-32

President, E. L. Brendlinger, The Dill Co., Norristown, Pa.

1st Vice-President, B. H. Smith, Virginia Dare Extract Co., Brooklyn, N. Y.

2nd Vice-President, W. F. Meyer, Warner-Jenkinson Co., St. Louis, Mo.

3rd Vice-President, George F. Armor, McCormick & Co., Baltimore, Md.

Secretary, Leslie K. Talmadge, Williams & Carleton, Hartford, Conn.

Treasurer, F. L. Beggs, Styron-Beggs Co., Newark, Ohio.

Additional Members of the Executive Committee: John A. Handy, Buffalo; Frank M. Boyles, Brooklyn; Fred S. Rogers, Middletown; George H. Burnett, Boston.



W. F. MEYER



E. L. BRENDLINGER



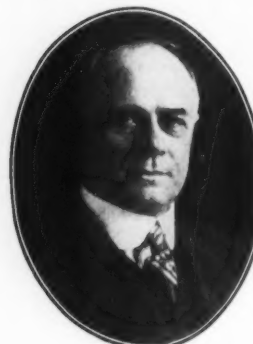
B. H. SMITH



G. F. ARMOR



L. K. TALMADGE



F. L. BEGGS

covered some of this ground as well as the co-operation of the association with other organizations working along similar lines.

Membership

L. K. Talmadge, chairman of the membership committee, submitted a detailed statement showing a net loss of 11 in membership during the year. He outlined a plan of campaign for additional membership which is to be put into effect under his direction and which is expected to result in a materially better showing during the coming year.

Dr. Doran Speaks

Dr. James M. Doran, Commissioner of Industrial Alcohol, discussed the relations of his bureau with the industry paying a tribute to the work of the industry in co-operation with the government. He also briefly described the new regulations as they affect the alcohol supplies of the flavoring extract industry and the industry's manufacturing problems.

Research Committee

Frank L. Beggs, presented the report of the committee on research reading especially a questionnaire of F. J. Nemetz, secretary of the Cake Section of the American Bakers' Association. This with the answers

prepared by the committee was a very interesting feature. As a part of this report, E. J. Shanley presented a study of "Pure and Imitation Vanilla for Bakers' Use"; C. S. Purcell read a technical and highly informative report on the "Effect of Light on Flavors"; and at the same session Charles M. Glabeau, editor of the *Bakers' Weekly* presented a detailed and effective paper on flavoring bakery products. Professor R. M. Washburn of the University of Minnesota, a high authority on dairy products, delivered an address on flavoring ice cream. This body of papers with the report of the research committee formed an excellent technical discussion which the chemists found of more than casual interest.

A general discussion of the papers was held at the last session of the convention. It was led by Dr. Frank M. Boyles and brought out numerous divergent opinions on the technical side of the industry's progress. Participating were Dr. John Glassford, Dr. S. H. Baer, Mr. Glabeau and numerous others.

Resolutions Adopted

Memorial to Charles F. Bowey

Our Association, during the last year, lost one of its most highly and best loved members in the person of Charles F. Bowey, President of Bowey's Incorporated, Chicago, Illinois. Mr. Bowey was born in Canada, moving to Chicago as a young man where he became associated with Dr. Horine under the firm name Horine & Bowey. Several years ago he became the sole owner of the business. Mr. Bowey was President of the National Association of Manufacturers of Fruit and Flavoring Syrups during the years 1928 and 1929. He was at all times actively engaged in the welfare of our industry. Be it, therefore,

Resolved, by the Flavoring Extract Manufacturers Association, in the loss of our friend and fellow-member, Charles F. Bowey, we have sustained an irreparable loss and we extend to his family our sincere condolence on his passing, and we further

Resolve, That these resolutions be spread upon our minutes and a copy thereof sent to his family.

Memorial to F. W. McNess

Our Association, during the last year, lost one of its oldest members in the death of F. W. McNess, Secretary of the Furst-McNess Company, Freeport, Illinois. Mr. McNess was born in Cleveland, Ohio. He was educated as a chemist. In 1905 he moved to Freeport, Illi-

nois, where he assisted in the organization of the Furst-McNess Company, chemists and manufacturing pharmacists. Mr. McNess was loyal in supporting policies of the association and ever ready to lend a helping hand in legislative matters.

Resolved, That in the death of our friend, and fellow member, F. W. McNess, our Association has lost one who cannot well be replaced, and we extend to his business associates and to his family our sincere condolence on his passing, and we further

Resolve, That these resolutions be spread upon our minutes, and that a copy thereof be sent to his family and to the Furst-McNess Company.

Resolution on Dr. Doran

Probably the greatest problem facing the manufacturers of flavoring extracts is today, just as it has been for many years, the question of the regulations and rules pertaining to the purchase and use of industrial alcohol. Each year, however, finds that problem rendered less difficult because of the close co-operation existing between our association and Dr. James M. Doran, who has represented the Government in the Prohibition Department for many years.

Dr. Doran has given of his time to attend our conventions to learn our problems and to help us solve them in such ways as are not inconsistent with the duties and responsibilities of his high office.

Resolved, That this Association cordially and unanimously invites Dr. Doran to become an honorary member of this Association.

Resolution on W. G. Campbell

The continued cordial relations maintained during the last year between our Association and the United States Department of Agriculture is largely to be attributed to the helpfulness extended to us by Mr. W. G. Campbell, Chief of the Food, Drug and Insecticide Administration. We wish to place ourselves on record as thanking him for his assistance.

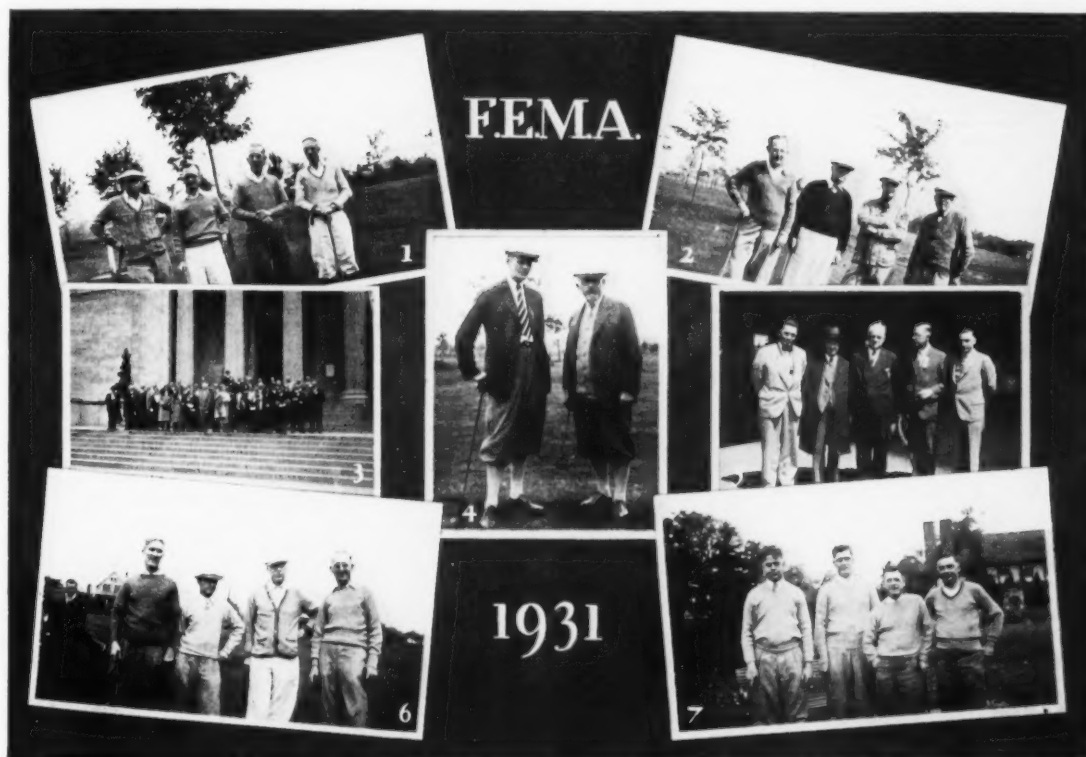
Resolution on President Brendlinger

Resolved, That the sincere thanks and appreciation of the Association are extended to our President, E. L. Brendlinger, for his able and efficient management of the affairs of our Association; his untiring effort and steadfast perseverance have been ever used in the advancement of our Association.

We also extend to the officers of the Association and to the members of the Executive Committee, as well as to the members of the various standing committees for the good work they have done regarding the protection and advancement of the interests of our organization, our sincere thanks.

Resolution on Convention Committee

Resolved, That we extend to the Convention Com-



GOLFERS AT THE F.E.M.A. CONVENTION

1. G. L. RINGEL, C. C. NOWLAND, L. P. SHINN, L. S. BEGGS, 2. F. W. GREEN, F. L. BEGGS, W. G. MOORE, B. H. SMITH. 3. GENERAL CONVENTION GROUP. 4. F. C. THIELE, P. R. DREYER. 5. F. O. SNYDER, W. G. MOORE, M. B. ZIMMER, A. F. WUSSOW, J. H. BEACH. 6. H. A. STRATE, R. M. STEVENSON, J. A. HANDY, W. A. MASON. 7. P. C. FRIESE, J. A. HUISKING, H. B. MILES, J. H. BEACH.

mittee our sincere thanks and appreciation for the splendid program and entertainment provided for our enjoyment. We especially commend W. H. Hyde, Chairman of the Entertainment Committee, and Dr. B. H. Smith, Chairman of the Speakers' Committee, also.

That the memory of our convention in Cleveland will linger long in our minds because of the gracious hospitality extended through Mr. Hyde.

Resolution on Guest Speakers

Resolved, That the most hearty thanks of the Association are extended to the following gentlemen for the instructive and interesting addresses which they have favored us with: Mr. Edwin B. George, Dean W. C. Weidler, Prof. R. M. Washburn, Charles M. Glabeau, and to the following members for the very interesting papers which they presented: Dr. Alexander Katz, Mr. Joseph Huisking, Mr. M. C. Albrech, Mr. E. J. Shanley, Mr. Charles S. Purcell, Dr. John Glassford.

We have never been presented with better nor more instructive or entertaining papers than those presented this year.

Resolution on Vanilla Motion Picture

Resolved, That our Association tender to Joseph Burnett Company our sincere thanks for their instructive and entertaining film showing the production of Vanilla Extract.

Resolution on Standards for Soda Flavors

The Food Standards Committee of the Department of Agriculture have at present under consideration tentative standards for orange, lemon and lime soda water flavors and concentrates, which are as follows:

"Orange Soda Water Flavor, Orange Soda Water Concentrates, is the flavoring product in which oil of orange or terpeness oil of orange is the essential flavoring constituent.

"Lemon Soda Water Flavor, Lemon Soda Water Concentrate, is the flavoring product in which oil of lemon or terpeness oil of lemon is the essential flavoring constituent.

"Lime Soda Water Flavor, Lime Soda Water Concentrate, is the flavoring product in which oil of lime or terpeness oil of lime, is the essential flavoring constituent."

Whereas it has been customary in the manufacture and sale of the aforesaid flavoring extracts for a period of at least fifty years to manufacture said Soda Water Flavors and Concentrates as set forth, be it, therefore,

Resolved, That the members of the Flavoring Extract Manufacturers' Association of the United States hereby endorse and recommend to the Food Standards Committee of the Department of Agriculture said tentative definition and standards be adopted as the standards for said citrus flavors and concentrates.

Resolutions on Other Associations

Resolved, That we pledge our continued co-operation to them in all matters of mutual interest, and that a copy of this resolution be forwarded by the Secretary to each of the following Associations: The Proprietary Association, The National Confectioners Association, American Manufacturers of Toilet Articles, National Wholesale Grocers Association, National Wholesale Druggists Association, American Specialty Manufac-

turers' Association, American Bottlers of Carbonated Beverages, National Association of Retail Druggists, American Wholesale Grocers Association, National Retail Grocers Association.

Resolution on Contract Forms

Resolved, That the President of the Flavoring Extract Manufacturers' Association of the United States appoint a committee of three, one member to be the attorney and two other members, who will study the general terms and conditions of contracts which our members enter into with companies who sell alcohol, vanilla beans, essential oils and other raw materials, and see that such general terms and conditions of said contracts are fair, just and equitable. Said committee to confer with representatives of said supply houses and when necessary see that proper amendments are made to protect the interests of our members.

Resolution on The American Perfumer

Resolved, That the thanks of the Association be expressed to Louis Spencer Levy of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW for the publicity and co-operation he has given us, and that his publication be continued as the official organ of our Association.

Resolution on Trade Press

Resolved, That the thanks of our organization be extended to *Spice Mill*, *The Glass Packer*, *The Tea and Coffee Trade Journal*, *Wholesale Grocery Review*, *Drug Markets*.

Resolution on Clubs and Hotel

Resolved, That the Association expresses its thanks to the Cleveland Chamber of Commerce, Shaker Heights Country Club, and the Hollenden Hotel for the courtesies extended and the attention given for our comfort.

Election of Officers

The entire slate of officers was re-elected for another year. This official slate will be found on page 195.

Entertainment Features

The program of entertainment at the convention was, as usual, varied and interesting. The annual golf tournament featured the opening afternoon. It was held at the Shaker Heights Country Club and brought together the usual excellent array of talent whose scores showed that they had not fallen back in golf during the year of depression. In the evening, there was an informal dinner at the club, followed by dancing. For those who did not golf, a sightseeing tour of Cleveland had been arranged. Commodious buses conveyed the party to various points of interest winding up at the club in time for dinner.

Golf prizes were presented at the annual banquet the following evening. They were won by H. B. Miles, P. E. Herman, W. A. Mason, L. P. Shinn, G. L. Ringel, B. H. Smith, E. S. Hillman, W. G. Moore, P. C. Friese and Clark C. Nowland. Another interesting and entertaining feature of the banquet was the presentation of "prizes" to each member of the executive committee, a suggestion of Mr. McCormick, but done with the pro-

viso that the prizes cost the association nothing. Each member of the committee was presented with some article of his own property, secured in some mysterious fashion by the committee.

The speaker of the evening was William G. Rose, Cleveland advertising man.

Present at the Convention

Active Members

A. & P. Tea Co.....	New York City
W. N. Toshack	
Baker Extract Co.....	Springfield, Mass.
W. A. Upham, L. P. Symmes, W. J. Sunn, E. J. Shanley	
Blanke-Baer Extract & Preserving Co....	St. Louis, Mo.
Samuel H. Baer	
Boyce Extract Co.....	Brooklyn, N. Y.
Leo Green	
Joseph Burnett Co.....	Boston, Mass.
Geo. H. Burnett, Chas. S. Purcell, C. M. Tucker.	
Citizens' Wholesale Supply Co.....	Columbus, Ohio
S. W. Foulser	
Dill Co.	Norristown, Pa.
E. L. Brendlinger	
Wm. Edwards Co., The.....	Cleveland, Ohio
E. G. Walls	
R. T. French Co.....	Rochester, N. Y.
M. C. Albrech	
Griggs Cooper & Co.....	St. Paul, Minn.
C. P. Carroll	
Jack Beverages, Inc.....	Brooklyn, N. Y.
F. M. Boyles	
H. A. Johnson Co.....	Boston, Mass.
W. C. Whitman	
H. Kohnstamm & Co., Inc.....	New York City
Louis J. Woolf	
Larkin Co Inc....	Buffalo, N. Y.
John A. Handy	
McCormick & Co.....	Baltimore, Md.
Geo. M. Armor, John Glassford, P. C. Frieze	
McMonagle & Rogers	Middletown, N. Y.
Fred S. Rogers	
The Geo. H. Nowland Co.	Cincinnati, Ohio
Clark C. Nowland	
L. Perrigo Co.....	Alfegan, Mich.
H. D. Tripp	
Price Flavoring Extract Co.....	Chicago, Ill.
A. F. Wussow	
Puritan Drug Mfg. Co.....	Columbus, Ohio
John W. Brewer	
The Quaker Maid Co.	New York City
W. E. J. Moore	
W. T. Rawleigh & Co.....	Freeport, Ill.
F. W. Trobaugh, L. O. Hill	
Abner Royce Co.....	Cincinnati, Ohio
Wilbur H. Hyde	
C. F. Sauer Co.....	Richmond, Va.
C. F. Sauer, Jr.	
Seely Mfg. Co.....	Detroit, Mich.
C. R. Rollings	
Standard Brands, Inc.....	Cleveland, Ohio
C. H. Kinker	
Styron-Beggs Co., The.....	Newark, Ohio
Frank L. Beggs, L. S. Beggs, E. S. Styron, L. P. Shinn	

ANNUAL BANQUET OF FLAVORING EXTRACT MANUFACTURERS ASSOCIATION, HOTEL HOLMENDEN, CLEVELAND



Virginia Dare Extract Co.....	Brooklyn, N. Y.
Bernard H. Smith	
Warner-Jenkinson Co.....	St. Louis, Mo.
W. F. Meyer	
Theo. A. Wegener.....	Columbus, Ohio
Western Grocer Mills.....	Marshalltown, Ia.
John A. Hise	
Williams & Carleton Co.	Hartford, Conn.
L. K. Talmadge	

Associate Members

Anchor Cap & Closure Corp...	Long Island City, N. Y.
Walter H. Wiseman, H. Q. Mills	
Armstrong Cork Co.....	Lancaster, Pa.
Monty Gildersleeve	
W. J. Bush & Co., Inc.....	New York City
T. K. Roach	
Carr-Lowrey Glass Co.	Baltimore, Md.
E. S. Hillman	
Dodge & Olcott Co.....	New York City
Ralph W. Bush, Wm. G. Moore	
P. R. Dreyer, Inc.....	New York City
P. R. Dreyer, Fred C. Theile	
Florasynth Laboratories.....	New York City
Dr. Alexander Katz	
Fritzsche Brothers, Inc.....	New York City
Geo. L. Ringel, Michael B. Zimmer	
Givaudan-Delawanna, Inc.....	New York City
Ralph M. Stevenson	
J. B. Horner, Inc.....	New York City
Frederick W. Stichweh	
F. Huber & Co.....	New York City
F. Huber	
J. N. Limbert & Co.....	Philadelphia, Pa.
Donald C. Limbert, Michael Cortizas	
Magnus, Mabee & Reynard, Inc.....	New York City
J. B. Magnus, A. B. Foster	
J. Manheimer.....	New York City
Monsanto Chemical Works.....	St. Louis, Mo.
J. B. Severs, H. B. Miles, P. E. Herman	
National Aniline & Chemical Co.....	New York City
Frank W. Green	
Phoenix Hermetic Co.....	Chicago, Ill.
F. O. Snyder	
Rossville Commercial Alcohol Corp....	New York City
S. R. Golibart, Jr.	
Seeley & Co., Inc.....	New York City
John H. Beach	
Sloan, Graves & Smeltzer, Inc.....	New York City
William T. Brewer	
Strong Cobb & Co., Inc.....	Cleveland, Ohio
H. A. Strate	
Thurston & Braidich.....	New York City
J. Edward Young, Jr.	
Ungerer & Co.....	New York City
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Edwin B. George.....	Washington, D. C.
Chas. L. Huisking & Co., Inc.....	New York City
Jos. A. Huisking	
Prof. R. M. Washburn.....	Milwaukee, Wis.

Official Report of the Soda Water Flavors Manufacturers Association

SINCE our last month's report of the activities of the National Manufacturers of Soda Water Flavors Association, the secretary, Thomas J. Hickey, has sent out circular letter No. 607 to the members advising them of the case of the National Remedy Co. to enjoin the Department of Agriculture from making "multiple seizures" of its product "B. & M. External Remedy."

"On June 1 the Court of Appeals of the District of Columbia rendered an opinion holding that 'multiple seizures' under the Pure Food and Drugs Act should not be instituted by the Department of Agriculture, 'except possibly in unusual cases where drastic action would be necessary for the protection of the public.' The decision just handed down by the Court of Appeals reverses the action of the lower Court."

In the same letter the decision of the Raladam case was given. This is discussed in full on page 193 of this issue.

The upholding by the U. S. Supreme Court of the Indiana Chain Store Tax was also included in this circular letter. On page 208 of this issue this subject is treated editorially.

Use of Color in Certain Products in Pennsylvania

E. L. Brendlinger, president of the Flavoring Extract Manufacturers' Association of the United States and Thomas J. Hickey, attorney and executive secretary, have sent out a circular No. 349 to the members advising them of the use of color in certain products in Pennsylvania. Bulletin of the Pennsylvania Department of Agriculture, Volume 12, No. 16, entitled "Food Standards and Definitions" contains the following rulings in regard to the use of color in certain bakery products.

"Color in Cakes. Cakes of all varieties shall be free from added yellow color, either of coal tar or vegetable origin. The use of yellow coloring in cake is not permitted even when declared.

"There is no objection to the use in cakes of other colors such as red, blue, green, etc., when used solely for decorative effect or for special occasions.

"Ice Cream Cones shall be free from added yellow color either of coal tar or vegetable origin and shall also be free from saccharin or other artificial sweeteners.

"Jelly Roll, Jelly Doughnuts, etc. When jelly is used in combination with cake, as in jelly roll, jelly doughnuts, etc., the jelly shall be pure fruit jelly, free from artificial color or flavor.

"Imitation Fruit Jelly in Bakery Products. When imitation fruit jelly, or jellies other than pure fruit jellies are used in so-called jelly rolls, jelly doughnuts, etc., the package shall be labeled accordingly. In the case of bakery products sold at retail, cards giving this information shall be displayed in a conspicuous place in direct connection with each product sold."

New "Gemey" Line of Richard Hudnut

"GEMEY" is the name that Richard Hudnut, New York, has given to its new line of cosmetics and perfumes. Created and first introduced in Paris, "Gemey" has all the chic and verve and inimitable distinction of a veritable Parisian product.

The tan and brown mottled effect secured by the fine brown lines on a rose tan background gives the appearance almost of one of the fine French prints so popular this year. This color scheme is carried out in the boxes of each product. As decoration and a break in the monotony of the tans, silver bands with the name "Richard Hudnut" in blue form a striking contrast and give just the touch needed to perfect the ensemble.

The various products making up the line include all the essentials for make-up—rouge in eight different shades, carmeen, orange, geranium, nasturtium, medium, radiant red, petal pink and stage; face powder, in white, naturelle, brunette (rachel No. 1) and dark brunette (rachel No. 2); and lip stick supplied in carmeen, orange, crimson, cherry, and rose. In addition to the make-up items, there is a cucumber cleansing lotion, a dusting powder, a talcum, and a brilliantine. The perfume, of a delicate elusive fragrance of countless flowers, comes in two sizes and types of bottles. The one, a one ounce bottle, shown at the extreme right of the photograph below is in an irregular shaped bottle fitted into a silver covered base with the characteristic mottled tan and silver lid. The bottles, like the boxes, have the silver labels with the "Richard Hudnut" name in blue.

To complement the perfumes is a toilet water. This

is shown at the left of the photograph; a tall bottle fitted into a silver paper covered base and topped with a silver tone top with the word "Gemey" imprinted across it.

Two types of containers are used for the talcum; one a metal can with the characteristic color scheme of the line with the silver tone top, and a glass container, also with silver tone top. This latter in keeping with so many of the newer products of today is cellophane wrapped.

Harmonizing with the rest of the line are the boxes of the face powder and dusting powder. The former, shown at the left, is a substantial paper covered box with the silver bands for trimming. The dusting powder is in a metal box having the same effect as the paper covered face powder container, and also decorated with the vertical silver bands. Rouge and lipstick both are in smart silver tone cases; the lipstick being unusually compact.

The company is to be congratulated upon the artistic and at the same time practical effect it has created in the development of this new line. The time and effort spent to develop a moderate priced line that will appeal to all classes of buyers has been well worth while. This is assured from the fact that the "Gemey" line is the latest triumph of Richard Hudnut abroad, both in France and Germany, where the reaction has been more than favorable.

In accord with the usual Hudnut policy, the line will be distributed through the various department and drug stores throughout the country. It is also on display at the company's new salon on Fifth avenue.



Recent Product Developments

*I*N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

New Sensitive Skin Cream

Dorothy Gray, New York, has just developed a new "Sensitive Skin Cream," especially designed for the thin skinned types who cannot use the richer and heavier lubricating creams. This cream will also be found to be desirable to women who have dry skins but not necessarily thin skinned types. At the present time it can be secured only from the various Dorothy Gray salons.

Perfumes of Humphrey Read Affinities

"Five Queens" perfumes developed by the Humphrey Read Affinities, New York, consist of a line of per-



fumes of non-alcoholic content. As may be seen from the accompanying photograph the bottles are encased in wooden containers which is also the invention of Humphrey Read, president of the company. The different perfumes are recommended for the different types of people, the blonde, the brunette, etc.



Coty Beauty Kit

The Coty Beauty Kit, the latest product of Coty, Inc., New York, is a sturdy case of simulated lizard-calf fitted with four Coty essentials for the perfect care of the skin. In the cover is a good sized mirror and cellophane wrapped tissues. The four Coty preparations necessary for a beauty treatment are ensconced in individual compartments which hold them securely in place, thus obviating the chance of breakage.

The kit comes in two versions, one, containing Coty liquefying cleansing cream, Coty tissue cream, skin tonic and foundation cream; the other duplicates the first three items but replaces the foundation cream with the skin lotion for those who prefer a liquid finish.



New Quinlan Packages

The most recent development in new packaging of the Kathleen Mary Quinlan line is a black glass jar with black plastic top for the new Quinlan "Strawberry Cream Mask." This artistic jar is irregular at the top thus forming a top somewhat larger than the base. The gold label with the type in black forms a most attractive ensemble. Directions for use of the cream are contained on a back label, also of gold with black type.

The Quinlan cosmetique, eye shadow, cream rouge, lipstick and compacts have recently been repackaged and are shown here in the accompanying photograph. The compact is quadruple as will be noted from the open view depicted. In addition to the usual triple, there is a small compartment for eye shadow. The cases of these products are developed in silver tone and black. The face of the compact being half silver tone with black ornament and half black with silver tone ornament. The eye shadow cases are unique in that the words "eye shadow" are in large silver tone letters on a black case, and similarly the cream rouge cases with "cream rouge" in raised letters.

New Bon Ami de Luxe Package

Recognizing the trend for the past few years toward the beautifying of packages, the Bon Ami Co., New York, has recently placed on the market a new product cleanser in a package decidedly novel for a cleanser. The tall black can with gold trimmings is as artistic a container as one would wish to find in any bathroom, and it is to the bathroom that the company is making its appeal with this new product rather than to the kitchen. The color scheme is such, gold and black, that it will harmonize with any of the multi-color effects effected in bathrooms of the present day. And this is

one of its greatest appeals, as it is intended to be on display and not, like most cleansing cans, hidden away in the kitchen or the cabinet chest. The cellophane wrapping gives to the whole the added swank needed to place it just out of the class of the ordinary cleanser. The company is to be congratulated upon this first attempt to bring beauty to a cleansing container.



Relabeling the Adèle Millar Line

The E. R. Mansfield Co., Ltd., Los Angeles, has developed this year a new distinctive modernistic distinguishing label on all of its packages. As may be seen from the accompanying photograph the label in different sizes appears on each of the different items of the line. The gold base outlined in green with "Adèle Millar" the name of the line, in heavy black type stands out very clearly. In smaller type at the bottom of each label is the name of the individual product. In addition to these each item has a direction label, giving the name of the manufacturer, the price of the product, and directions for use.

The creams are packaged in three different size jars, 2, 4 and 8 ounces, and each is topped with a green metal top with "Adèle Millar" embossed across the top.

The liquids of the line are in new private-mold bottles bearing the name "Adèle Millar" in the glass. These are also in three sizes, 2, 4, and 8 ounces.

In keeping with the color scheme of the treatment products, the powder box, rouge compact and lipstick are developed in green with the name "Adèle Millar" across the face.



Varona Beauty Kit, Compact and Lipstick

One of the most attractive and practical beauty kits that has yet been placed on the market is the one depicted above by Angela Varona, New York City. The black leather case, lined with red leather, is very flat and compact when closed. The sides are fastened with "zippers" and the top then snaps over. The three bottles containing any three of the Varona preparations you desire are in small sizes of the regular Varona packages and labeled with the regular Angela Varona red and silver labels. These particular bottles contain pore opener, make-up eliminator, and undertone. As can be seen they fit securely into leather pockets. The round powder box is of red satin with black suede base, and the name "Angela Varona" across the black band in gold. Below the box are two small size cream jars, held in place by straps that snap. These jars contain the cleansing cream and the skin food. In the pocket is a packet of cleansing tissues. The case is well padded to prevent breaking.

Two other new items of the Angela Varona line are the compact and lipstick shown at the side. The compact comes in two colors, black enamel with silver tone bands and red enamel with silver tone trimmings. The Varona crest which is used on the labels throughout the line lends dignity as a decoration on the compact. The lipstick also comes in two shades.





Myndall Cain Liquid Line Repackaged

The new bottles of the Myndall Cain line are artistically molded round containers possessing a substantial feel. The "Brazilian Oil" and "Morning Dew" astringent are packaged in similar bottles with silver rose and black labels. The upper half of the background of these labels is black and the lower, silver. The outline of a head in black with the shadow head in red and the name "Myndall Cain, Minneapolis" below completes the make-up. The liquid nourishing cream is in a somewhat different type bottle with black plastic top. The same characteristic label is used. Each bottle is closed with a kid closure tied with red ribbon.

In keeping with the color scheme the powder box is developed in red, black and silver, with the company name in white across the black modernistic design.

Other items of the Myndall Cain line include liquid cleansing cream, facial oil, pine oil astringent, eye muscle oil, muscle strengthener, eye wash, rouge, lipstick, eye shadow, mascara and hand and hair preparations. These products are on display at the Myndall Cain salon in Minneapolis which occupies approximately 9,000 square feet above a cosmetic salon on the main floor.



Yardley Repackages Guest Size Soap

Yardley's guest size lavender soap has recently been packed in a flat, square box with six cakes of soap, laid out in two rows of three cakes each. This arrangement is to obviate the idea, often created in the former packing of two layers of three cakes each, or only three cakes in the box.

The new box retains the Yardley picture of Old English Lavender Sellers in color both upon the interior and the cover of the lid. Thus the open box upon the counter shows both the colorful trade mark and the size cakes of soap and forms an attractive display.



Alice Corry Skin Treatments

A new line of skin treatments is being introduced by Miss Alice Corry, of Chicago, Ill. In the line there are five specific treatments; No. 1, for normal skins; No. 2, for dry skins; No. 3, for oily skins; No. 4, for skin development; and No. 5 for acne. The line will be distributed from coast to coast through agents.

Marie Barlow Line Repackaged

The Marie Barlow line, manufactured by the Celma Co., Toledo., has recently been completely repackaged. The creams are now charmingly presented in plain squat jars with chromium tops and with dainty silver and rose labels. Although the packages have been developed in the modern manner, the rose design on the background of silver lends a feminine touch which will harmonize with the dressing table accessories of the most discriminating women.

The lotions are presented in square bottles with black plastic screw tops and silver and rose labels and the combination of rose, silver and black with the chromium tops of the cream jars makes a smart and yet dainty ensemble. All packages are wrapped in cellophane and the initials "M. B." are engraved on the lid of each jar.

The line includes what the manufacturer calls "Ten Aids to Beauty": Cleansing cream, skin tonic, nourishing cream, illusion, foundation cream, face powder, rouge, lipstick, eye shadow and eye cosmetic.

The eye shadow and cream rouge are packaged in attractive modernistic metal cases. A feature of these two items is that they are refillable.

Perspiration Correctives and Deodorants

Their Composition and Manufacture

by Ralph H. Auch, A.B., Ch.E., Consultant

Cincinnati, Ohio

THE field for deodorants and perspiration correctives is larger than the number to be found at the corner drug store and at the toilet goods counter would indicate. A check up of a representative number of drug stores showed an average of four liquids, two pastes or greasy creams, one of vanishing cream type, and three deodorant powders. While inquiry at several department store toilet goods counters disclosed an average of four, four, one, and three respectively.

It is true that deodorants have only a relatively thin market and only the fastidious woman is interested to the point of regularly using a deodorant to complete her toilette. And the man is well groomed indeed and the exception rather than the rule who employs a deodorant so that he can feel sure he "does not offend" and can enjoy the dance or any other strenuous exercise without wilted collar and uncomfortable feeling generally.

On the other hand the disfavor that deodorants formerly incurred from the medical profession has been almost wholly broken down. In fact, medical journals often contain articles, clinical evidence and all, tending to prove that hyperidrosis (excessive perspiration) and bromidrosis (odorous perspiration) have been harmlessly corrected.

The pioneers in exploiting deodorants were obliged to go so far as to prepare folders and circulars, directed to the medical profession, quoting the little then to be gleaned from the medical press favoring the use of deodorants to break down the resistance.

Purpose of Deodorants

The average human body has a total skin area of about fifteen square feet or 2,160 square inches with a total number of sweat glands in excess of two millions. The number of sweat glands varies from about 320 per square inch on the back and buttocks up to about 6,500 per square inch on the palms of the hands and soles of the feet where they are most numerous.

While it is true that it is the areas with the higher number of sweat glands per square inch where deodorants find their greatest use, the few square inches where the flow of perspiration is arrested or retarded is negligible compared to the total body surface.

Perspiration generally speaking is from two sources:

1. That excreted more or less over the whole body when a hot stimulant is imbibed or that excreted when the heat controlling mechanism of the body brings the body temperature back to normal during strenuous exercise.
2. That abnormal sweating called hyperidrosis by the medical profession which is a common

affection in highly nervous individuals and is commonly of local type frequently involving the palms and soles, and occasionally the axillae (under arms), then too the genital region is a not infrequent site.

It is apparent then that whether or not the user of a deodorant is conscious of an abnormal condition of the sweat glands, it is this class that is the most receptive market. This statement might be qualified to include those suffering from bromidrosis, i.e., fetid or offensive sweat. The sweat of certain races is noticeably more odorous than others. The colored race is perhaps the greatest offender and if we may believe those who

have merchandised to this class, is perhaps the hardest to reach.

It follows that any preparation offered must take those into account referred to above. The skin affected with hyperidrosis often has become thickened, erythematous, sodden and tender. As a result of maceration of the corneous layer and the irritation arising from contact with the decomposed sweat the skin may be even inflamed and eczematous.

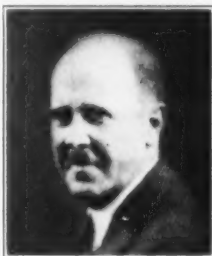
Many have been the formulas offered to stop perspiration and arrest bromidrosis. Alum was among the first, then came boric acid with or without the addition to 2 to 7 per cent salicylic acid, tannic acid in an inert powder base, 10 to 20 per cent tannic acid in an ointment base of lard and petrolatum (which often caused exfoliation) and zinc sulphate in aqueous solution. Also an aqueous solution of formaldehyde about 1 per cent concentration or sometimes in the same or higher concentration in a 50-50 mixture of alcohol and water, found favor as a commercial preparation and as a prescription among the medical profession.

Crude impure solutions of aluminum chloride, yellow, with iron (ferric chloride) with variable amounts of free hydrochloric acid were offered commercially. Such a solution probably caused more irritation, discomfort and even boils than all the rest put together.

Aluminum aceto-tartrate N.F. has been used to a limited extent and further tests might well be made as it is doubtless superior to some of the preparations now offered.

Liquid Deodorants

Aluminum chloride is the most effective salt yet used to stop perspiration. The skin, despite its comparative imperviousness, possesses the power of absorption to a considerable degree. Abrasions and excoriations even though slight, greatly increase absorptive capacity. Drugs and chemicals generally whether in water





A GROUP OF DEODORANTS THAT HAVE BEEN PARTICULARLY SUCCESSFUL

solution or in fatty bases are appreciably absorbed. Fortunately aluminum salts are absorbed very little if at all.

Analysis of most of the liquid deodorants now on the market discloses that they have aluminum chloride as their base. Purity of the solution varies as does the concentration of aluminum chloride present. Some are artificially colored while some are not.

Below is the report of analysis of five samples, the aluminum chloride being reported as $AlCl_3$ and not as $AlCl_3 \cdot 6H_2O$.

	I	II	III	IV	V
Aluminum Chloride	8.14	17.50	10.15	5.06	8.78
Ferric Chloride19	.22	trace	.43	trace
Aluminum Sulphate	trace	trace	trace	trace	.29
Aluminum Hydroxide37	none	.78	1.92	.31
Free Hydrochloric Acid.....	nil	.031	nil	nil	nil
Water to make	100	100	100	100	100

Since this salt is hygroscopic, that is, it absorbs moisture from the atmosphere, its use in a powder is precluded as any powder in which it is incorporated soon becomes moist and lumpy. This hygroscopic property causes another undesirable feature even when used in solution and that is that the solution when applied dries much more slowly than pure water.

To speed up drying part of the water has been replaced with alcohol in extensive tests but the drying time is affected so slightly that the added cost of the alcohol is not justified.

Preparing Aluminum Chloride

The simplest way to prepare aluminum chloride is by the action of hydrochloric acid chemically pure on ingots of metallic aluminum of high purity and low iron content. Any iron present in either acid or metal

turns the finished solution a greenish yellow the intensity varying with the iron content.

A convenient quantity to make is that using two carboys of hydrochloric acid and about twenty pounds of one and one-half to two pounds notched ingots of aluminum. The making is best done in a 50 gallon earthenware jar.

Since aluminum is amphoteric it is necessary that acid always be present in excess during the making. The amount of actual hydrochloric acid is calculated from the average strength and the total net weight of the two carboys and the theoretical amount of aluminum then calculated according to the formula.



The amount of aluminum actually used must be about a pound less than the theoretical amount since hydrogen gas is liberated which carries a part of the hydrochloric acid out of the batch. And further, since the reaction is exothermic, a part of the acid is volatilized at the elevated temperature.

About 15 gallons of water is poured into the jar then about 3 to 4 gallons of the acid added and two of the ingots of aluminum carefully added to the acid solution. The reaction starts and the solution warms up.

The addition of acid and aluminum in the same amount each night and morning is continued until all is in the batch. A small amount of the aluminum must be held back and then added last to insure an excess of acid constantly in the batch.

After the reaction has gone to completion and the solution cooled to room temperature a sample is drawn and an analysis is run to determine the actual amount of excess acid in the batch. The calculated amount of

aluminum necessary to neutralize the acid is then added in the form of thin gauge sheet aluminum. After the reaction has gone to completion another analysis is run for free acid. The ideal free acid content is .045 per cent which when diluted to strength for bottling will closely approximate .030 per cent free hydrochloric acid. The reason for this free acid will be explained later. Up to five batches can be run in a gang simultaneously at little higher labor cost. If the process of manufacture appears formidable or the quantity required is small, the aluminum chloride is available as the salt in high degree of purity and practically neutral. It is prepared especially for the manufacture of deodorants by at least one chemical manufacturer.

Aluminum chloride must be handled from point of manufacture to the bottle with care to avoid discoloration; in fact it should come in contact with only earthenware, hard-wood, rubber (hard and soft), glass and block silver. From this range of materials the most convenient method of handling in the individual case can be set up. Metallic closures should be avoided, in fact only the highest grade corks preferably lightly paraffined will hold the liquid; cork lined plastic screw caps are perhaps the most satisfactory.

After the solution is made, it must be filtered, diluted to the desired concentration, colored if desired, again filtered when it is ready for bottling.

Filtering the Solution

Many ways have been tried to filter this solution but the best and simplest is through two felt filter bags, a smaller one suspended in a larger one. When the filters get clogged and the flow becomes too slow, they need only be removed, turned inside out, and flushed with water under pressure.

Above is the statement "diluted to the desired concentration"; however as the table of analysis of five commercial solutions indicates there seems to be no

agreement among them on percentage of dilution.

To determine the proper concentration, samples of different strength were submitted with a questionnaire to a large group of people among whom were the girls of a large office, the girls of a university and the employees of an advertising agency. The most effective strength was found to be about 16 per cent calculated as $AlCl_3$ or 28.9 per cent figured as $AlCl_3 \cdot 6H_2O$.

A higher concentration caused itching in a number of individuals and discomfort to a few with sensitive skins, while a more dilute solution was not entirely effective in stopping perspiration on a few of those who tested it.

To avoid an analysis, the solution can be diluted to 18.9° Bé. or 1.1499 sp. gr. at 60° F. when it will be found to run about 16 per cent.

Earlier it was stated that the solution should contain .03 per cent free hydrochloric acid. If the solution is neutral or basic and stands in a soft glass bottle for a long time it may form a white precipitate of aluminum hydroxide or perhaps aluminum oxychlorides or the entire contents of the bottle may gel.

If a higher concentration of acid is permitted it may cause itching or even discomfort or a rash on tender skins. This is because the free acid even though dilute initially becomes more concentrated as the solution evaporates and dries. Concentrated acid while it does not dissolve the epithelium acid softens it in such a manner that it is easily detached. Dilute acid, on the other hand, hardens it.

Further, the reaction of aluminum chloride on the skin probably liberates hydrochloric acid thus:—the aluminum chloride reacts with protein to form difficultly soluble compounds of the metal and protein with liberation of free hydrochloric acid. The local effect, therefore, rests on two factors—the precipitant action of the metal and the irritant hardening action of the liberated acid.

(To be continued)

United Kingdom Important Essential Oil Trading Center

The United Kingdom serves as a clearing house for many raw materials produced in other portions of the British Empire. Total imports of essential oils into Great Britain during 1929 were valued at \$6,328,224, as contrasted with \$5,831,293 in 1928, and \$5,353,667 during 1927. Italy, France, the United States, Japan, and India were the most important suppliers. Of the total import trade in essential oils, about 72 to 75 per cent is for domestic consumption, the balance being re-exported to foreign countries. Essential oil re-exports from the United Kingdom totaled \$1,770,532 in 1929, as contrasted with \$1,502,647 in 1927. Imported essential oils are widely distributed from the London market to many foreign and British countries—particularly Germany, the United States, the Netherlands, Canada, Japan, France, and Australia. Exports of English essential oils are relatively small, amounting to only about 20 per cent of the import trade annually. Exports have remained constant, while both imports for consumption and re-exports have been increasing gradually. London is the central market for many oils of British Empire origin.

German Synthetic Aromatic Exports Exceed Natural Essential Oils

German exports of synthetic aromatics in 1930 exceeded in both quantity and value the total exports of natural essential oils. Total exports in 1930 of synthetic perfume materials aggregated 920,700 kilos, valued at \$2,064,000, compared with 673,100 kilos of natural essential oils valued at \$2,000,000. Exports of both natural oils and synthetic aromatics, however, fell below the 1929 figure.

Decision on Perfume Bottles

The Bureau of Customs has given the following decision in T. D. 44835, No. 10, in regard to perfume bottles with coverings in part of rattan. The merchandise was held properly dutiable at 75 per cent ad valorem under paragraph 218 (e) of the Tariff Act of 1930, as that provision is more specific than the provisions in paragraph 409 for articles not specially provided for wholly or partly manufactured of rattan or willow. This decision was included in a letter to the appraiser of merchandise, Philadelphia, Pa., under date of April 29, 1931.

Editorials

The American Perfumer

and Essential Oil Review

Registered U. S. Patent Office

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California's Gesture

PROPOSERS of price maintenance by legislative enactment permitting contracts between manufacturer and dealer were measurably cheered and heartened during May when the California legislature passed a bill identical with the Capper-Kelly bill as introduced and unamended in the National House of Representatives. The new California state law permits contracts between "vendor" and "vendee" with regard to the resale prices of merchandise. It, of course, permits such contracts only on business entirely consummated within the state.

The practical effect of the law is problematical. Some of the most enthusiastic supporters of the Capper-Kelly bill seem to see immeasurable benefits resulting from the state enactment. They appear to believe that a manufacturer may employ the price maintenance contract on his goods if he operates a branch in California even though the goods themselves originate outside the state.

A study of the decisions in former price maintenance and other actions does not bear out this view. The courts have held repeatedly that the states cannot void the provisions of interstate commerce enactments through the medium of local statutes, and that, when goods pass an interstate boundary, they are subject to the regulations which Congress imposes upon such traffic regardless of local laws which may seem to permit acts in violation of such regulations.

Hence, it is apparent that the new California statute will apply only to the goods of a manufacturer who actually makes them within the state of California unless the United States Supreme Court reverses former rulings in this particular matter, something which it is unlikely to do.

However, the new law would seem to afford an excellent test of the real intentions of those who subscribe to the doctrine of price maintenance. Will they allow their Californian competitors an opportunity to work within the provisions of the act without submitting them to the pressure of cut price competition, so easy and so tempting under the circumstances? If the pressure is applied, the California manufacturer is not likely to find it to his advantage to insist upon contractual maintenance of prices. Too great a risk of loss of the home market would be involved.

So the practical effect of the California enactment is not likely to be important. Its moral effect, however, may be considerable. Best information is to the effect that the Capper-Kelly bill will be renewed at the coming session of Congress and that this time, efforts will be centered on getting it through the Senate in advance of action by the House. The proper sort of campaign may succeed in securing its passage in a form acceptable to industry. To accomplish this, Senators and Representatives will have to be put through an educational process. They will have to be convinced that the principle of price maintenance by contract is in the interests of the "general public" as distinct from the "business community." This may not be an easy task. The fate of the bill at the last session indicates that this education will have to begin with the primary grades at the bottom.

The influence and example of the California law may prove an important step in this educational process. Practical and workable, it may not be, but it may well prove influential on coming efforts in the same direction, affecting the country as a whole. This, to our mind, is the real value of the California enactment, and for this reason, we are pleased that the Golden State has again come to the fore as a progressive leader.

Two Important Decisions

THE Supreme Court of the United States has recently ruled on two matters of pressing importance to the toilet goods industry. Its decisions in the matters of the Raladam case and the Indiana chain store tax suit have established principles which may have a considerable effect upon the manner in which toilet preparations are merchandised in the future. Hence these rulings are deserving of careful study by those engaged in our industries.

In the Raladam case, the Court held that the powers of the Federal Trade Commission over the advertising of an obesity remedy were distinctly

OUR ADVERTISERS

W. J. BUSH & CO., INC.
New York City

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,
432 Fourth Ave., New York City.

GENTLEMEN: Replying to your inquiry, we have pleasure in advising you that we look upon THE AMERICAN PERFUMER as an exceptionally valuable advertising medium.

We believe, on a former occasion, we mentioned to you that, speaking generally, we have not found advertising in trade journals of great use in our line, but, in the case of THE AMERICAN PERFUMER, our experience has been to the contrary.

With best wishes, we are

Yours very truly,
W. J. BUSH & Co., INC.
R. R. WEBB, Treasurer.

limited. Granting even that such advertising might be unfair and that it might be contrary to the public interest, the Court decided that it was necessary in any case for the Commission to actually prove unfair competition and hinted that this could be proved only by evidence of damage to some competitor.

This decision places very distinct and restrictive limits upon the power of the Federal Trade Commission over the advertising of toilet preparations and will undoubtedly have a far-reaching effect upon the Commission's plans for general advertising censorship. It places a further responsibility upon the industry itself to keep its advertising within limits which shall not be harmful to the public.

In the Indiana case, the Court held that the state of Indiana had a right to place a sliding scale tax upon retail business, adopting a method which would increase the amount of the tax in accordance with the number of units operated by the retailer. In effect this upholds the right of a local jurisdiction to discriminate between retail establishments in apportioning its tax burdens. We may reasonably expect to see other states follow the lead of Indiana in this matter in spite of vigorous opposition on the part of the chain store companies.

Boldness or Timidity?

ONE of the leading New York Department stores in recent advertisements has featured the fact that the women's clothing which it has been selling was designed and styled in America and has hinted that the alleged superiority of the "Paris idea" in such matters was more myth than reality. In fact, the store virtually asserted that instead of New York copying Paris, Paris had recently been engaged in the curious and unusual practice of copying New York in styles.

Whatever may be the foundation for such statements, it is obvious that American designers and American couturiers are being featured more and more in stores of the better class and that predictions are freely made in retail trade circles to the effect that in a few years "Paris" will be meaningless in the world of women's styles.

This interesting situation has been brought about principally through a single method—that of advising American women through advertising and publicity of the activities of American designers and of the superiority of their ideas over those of the stylists of any other country. Thus a method which has long been preached without success to the toilet goods manufacturer has begun to succeed in a trade to which the toilet goods industry has always pointed as an example of the impossibility of combatting the "foreign influence."

Here is a twofold lesson for some of our timid and nervous manufacturers of perfumes. They have been trembling before the phantom of Paris superiority and refusing to insist upon the excellence of their own wares. They have even in some instances stooped to the subterfuge of a misleading label or a pseudo-foreign atmosphere in an effort to avoid the idea that American products could be as good as those manufactured abroad. And at the same time, in the very field to which they pointed as proof of their delusions, the power of consistent and well-applied publicity has demonstrated the falsity of their position.

A Czar for Toilet Goods?

A Letter to the Editor

EDITOR, THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW.

SIR: We are heartily in accord with the general theme of Mr. Cowling's article entitled "A Czar for Toilet Goods?" which appeared in your May issue, and sincerely hope it will be the means of bringing out a general discussion of the subjects contained therein, by other able writers and thinkers and men of action.

We shall look forward to the arrival of the June issue with the hope our desires may be gratified and the discussion continued until it produces results.

If the creation of the position of "A Czar" will be a step towards a clearing away of the debris of the industry, then I say, by all means let us have "A Czar."

Mr. Editor, we sincerely hope you will encourage or even urge, an open discussion of this subject. It cannot but help be beneficial; it may even be the means of injecting a little ginger into the spinal cord of some of the people who have been leaning over a little too far, and cause them to straighten up and realize what they have been doing in a business way, that they would not care to have openly discussed in connection with their name.

Sincerely yours,
JANAY' FACIAL PRODUCTS CORPORATION
W. K. SADLER, Southern Representative.

The Production Man's Diary

By

Francis Chilson

I ATTENDED the Packaging Exposition at the Pennsylvania Hotel and acquired a lot of extremely valuable information about designing packages. I saw many packages that were beautiful and yet practical from a production standpoint. I also saw some beautiful packages that never can be produced economically and I saw some packages that were atrocious! A lot was said about fitting the package to the convenience and needs of the consumer, but nothing was said about fitting it to the factory!

* * * *

Mr. Ogle of Bauer & Black described the changing of the packages of his company over to a family design. It was a radical step and it cost seventy-five thousand dollars to do it. But the company's annual savings in decreased operating costs since the new line was adopted have been seventy-five thousand dollars annually. And the business of the company has increased considerably. I looked the line over and discovered that it is an ideal production line. . . Hitch pulling power and production efficiency together in the design of packages and the team will pull any business out of a rut.

* * * *

Firms that are hesitating about a change in the design of their packages will please cut out the foregoing paragraph and paste it in their derbies. . . And it might be said that similar success is typical of all the lines that were discussed.

* * * *

What information do *you* like to find in machinery catalogues? Do you ever find it? Speaking as a production manager, what do you think should be included in the average machinery maker's catalogue?

I'd like to have your answers to these questions. Speaking for myself, it seems that machinery manufacturers design their catalogues to be thrown out. No two are of the same size and many are so much off-size as to be downright inconvenient. One gets the impression from reading many of them, that it is not machines they are selling but silk stockings or lingerie or face powder. They tell you practically everything but what you want to know. Maybe I am wrong but I would like to see every machinery catalogue of a uniform size, such as trade papers have adopted or perhaps a little smaller. I would like to see a lot of detailed and specific information written from the point of view of the factory manager, and not from the point of view of the sales or advertising man. Salesmen will arise and shout, "That's just what we want to avoid! No one will wade through a lot of stuff!" My answer is that no one will wade through a lot of advertising bally-hoo, but the *factory man* will wade through anything so long as he gets the information he must have. This stuff of course should not be extremely technical and too wordy. If fewer superlatives were used in catalogue copy and more specific

details, it seems that they would be a lot more effective. It is, of course, not the function of the catalogue to *sell* the machine; but it is its function to arouse interest, to give information and to provoke inquiries. If the latter function is adequately and entertainingly fulfilled, it strikes me that a catalogue might go a long way toward actually *selling* the machine. The average factory manager is forced to spend most of his time cut off from the outside and depends upon catalogues, advertising and other literature to keep him abreast of the times; if the catalogue job is well done, he is inclined to look upon it as a sort of constant Chemical Show that he can survey at leisure. . . .

* * * *

The Chemical Show

It was a howling success. Stokes displayed their new automatic water still for the first time. By condensing boiler steam, filtering the condensate and redistilling it, a double distilled water of exceptional purity is obtained. . . Karl Kiefer was on deck with the new "Impacta" filler for filling pastes and creams *cold*. . . Burt exhibited a new straightaway automatic labeler. . . Abbe Engineering displayed a novel and effective centrifugal face powder sifter. . . Pneumatic Scale showed the improved "Samco Junior" vacuum filler. . . U. S. Bottlers Machinery exhibited an improved capper for handling plastic caps and also a portable disk filter. . . Colton showed its clipless closure automatic tube filler (as did Stokes and Kiefer). . . Pfaunder showed glass lined tanks. But it struck me that if the company had got Earl Carroll to stage a repetition of his famous bathtub party in the large evaporating pan that formed the center of the exhibit, it would have put some zest into the show. . . . Alsop exhibited a new disk filter. . . Stokes & Smith was on hand with a powder filler and the genial Mr. Schaeffer. . . There's a lot more yet and I'll continue next month.

Exhibiting is an exhausting job. At the end of the week most of the exhibitors looked as if they had been put through a colloid mill—that is, all but Mr. Ross of U. S. Bottlers, who seemed to be as alert and debonaire at the end as at the beginning. . . .

* * * *

If some of the firms that sell rejuvenating creams and other products to make old faces look young, would put some of it on their packages it might make them more prolific. . . .

* * * *

Which reminds me that there used to be a saying: "Don't expect an old head on young shoulders." Conversely, might it be revised: "Don't expect young stuff in an old container!" . . .

* * * *

Speaking of names, we have often marvelled at the number of cosmetic houses with romantic feminine names. It seems that it is high time for the pendulum to swing the other way, and we are expectantly looking forward to the advent of the Paddy O'Brien and the Abie Goldstein lines.

* * * *

McCreery recently displayed a bottle of Renaud's perfume priced at \$1,920.00. . . It seems that the rest of us are pikers after all.

Price Cutting and the "Long Profit"

Two Incompatible Factors that Are Making Trouble for Established Brands

by Leroy Fairman

THERE have recently appeared in the New York newspapers several highly interesting, not to say sensational, advertisements on behalf of a new

toilet product. The story is that an eminent scientist, whose name and portrait are prominently displayed, accidentally discovered, while engaged in more weighty pursuits, a chemical combination which worked rejuvenating wonders on his skin.

While in conversation with a friend, the chemist chanced to mention the discovery of this product; she demanded samples for trial, and shortly appeared at his laboratory in a state of great excitement, demanding more of this magical stuff for her own use and still more for her friends.

As a result, the chemist soon found himself in sad straits. Women besieged his doors in droves, waving checks and demanding immediate attention. To use his own language they made his life miserable. In self defense he turned the manufacture and sale of his discovery over to a company formed for that purpose, and is quoted in the advertisements as warning women to keep away from his laboratory and refrain from calling him on the telephone—he has nothing more to do with the product, and won't have!

The price of this modern miracle worker is \$10 and \$25 per jar, and according to all reports it is selling like the proverbial hot cakes.

This incident seems to prove, among other things, the high advertising value of a good story, and that women will pay the price for anything they are well sold on—no matter what that price may be.

It is true that this new product has made its debut in New York, where there are many thousands of women who have the price, even in the most severe kind of a business depression. In a city of another type, a smaller city, a less wealthy city, a city where the income of most of the population depended upon the current state of manufacturing and commerce, a new toiletry at \$10 and \$25 might be a difficult matter to put over. Nevertheless there is food for thought in this incident.

This matter of price, always troublesome, is just now creating a tremendous disturbance from one end of the land to the other. For price is own brother, in most cases, to profit, and how to make a living profit has caused many a headache in the past year or so.

To the retailer, especially the one whose volume of business is small, this question of an immediate, day by day profit is a matter of life and death. He must make his profits as he goes along or go out of business. Consequently, when business fell off alarmingly, he ceased his efforts to sell many of the brands which

are considered staple and concentrated his efforts on long profit items.

In some lines of business the result has been disastrous to manufacturers whose business seemed to be founded on a solid rock. In the grocery field, for example, the work which has been done during the past ten years or so to establish nationally advertised goods with the consumer and enlist the full cooperation of the retailer has received a severe setback. In the first place, a large section of the public has, on account of a curtailed income, demanded low price merchandise; secondly, the retailer has turned to the longer profit private brands both to meet this

changed condition among his customers and to make up for the losses in profits which were due to the business depression. The wholesaler, for similar reasons, has been pushing his own private brands, or others which offered advantageous prices, with renewed vigor. As a consequence, many manufacturers of well established nationally advertised merchandise have received a wallop which leaves them decidedly groggy.

Conditions in the drug field are not quite so disquieting, but, in many lines, bad enough. Products might be mentioned upon which millions of advertising dollars have been spent, and which are now facing a serious situation. These products have been considered to be staple. Their sales have been very large; the public demand they have built up seemed to assure a permanent continuance of such sales. They seemed to be sitting very pretty indeed.

But as the druggist has known all the time, there are other brands of practically identical characteristics which are sold at a lower price and provide a longer profit. The very conspicuousness of the nationally advertised product makes it a mark for the price cutter, and a vast volume of public demand has made its manufacturers somewhat arbitrary on the subject of prices and terms. Other brands, though practically unknown or in fact created on the spur of the moment to meet the current emergency, could easily be substituted. As they were almost truly "just as good," and as they provided a much larger profit, substitution—as noted in a previous article printed a few months ago—became the rule in the retail drug trade all over the country.

Present business conditions, however, are not going to last much longer. In fact, a change for the better is already distinctly visible, and those of us who have been through similar experiences in the past are now among the most optimistic as to the immediate future. Facing improved conditions, the manufacturer must decide what he shall do to win back that which he has



lost, or stem the tide of substitution and indifference which, if not stopped, will prove a serious disaster.

Well, if work and struggle won the trade which the manufacturer once enjoyed, work and fighting will have to win it back again.

The man just going into business might well conclude, from the case of the marvelous discovery of the New York chemist, that neither the price nor the substitution problem need worry him if he really had a unique product, a product that produced surpassing results for the user, and a spectacular advertising idea to give it an initial impetus. With such a product, such an idea, and a price so high as to give the retailer an extremely long profit, his only problem would be to keep up the advertising speed that gave him his start. And that, with a \$10 minimum price, ought not to be so very difficult.

But the man with an old established product has to follow the lines which he has followed in the past—insofar as quality, quantities, prices and general advertising claims are concerned. He can evolve no sensationally new strategy with which to confound the price cutter and the substitution boys.

As to the price cutter, it seems as if everything that could be said on that vexatious topic must have been said long ago, but I was much interested in reading,

in a recent number of the *Chain Store Age*, the experience and practices of the owner of a small drug store chain in a Western city. This man begins by saying that "it has always been our policy to feature nationally advertised merchandise; we have practically no 'own goods' to push for the sake of a better gross profit."

The four stores in his chain are variously located; some are neighborhood stores, and others come into direct competition with the down-town price cutters. No attempt is made, says this retailer, to standardize prices in all his stores; when price cutting is persistent enough and advertised enough to cause customers in any store to ask for the goods at the cut price, he temporarily meets, or nearly meets, the cut—not in all the stores, but in the one in which the pressure is felt.

Even this concession to the price cutters, it seems, does not have to be made to any great extent. "We are able," he says, "to get a nice turnover on sanitary pads with a price of 45 cents as against 29 and even 25 cents on special sales. Our sales of a popular anti-septic solution are good despite the fact that with only one 85-cent price we are continually facing sale prices at 64 cents—sometimes as low as 59. There are many similar examples.

"If we can do as well with outstanding items of this sort, we feel that there is little cause for worry over the cut-price items that enjoy a comparatively small demand. . . . Naturally, we eliminate all of the sharply competitive items from our merchandising plans and do nothing to stimulate their sales; they are sold on call only. Instead, we use window space and our selling energy to promote the sale of high character merchandise that pays us a fair profit."

Which is surely fair enough; no manufacturer could ask for more.

What this man has to say on the price question reminded me of a talk I had recently with a neighborhood druggist, some distance from the center of the city, who carries a very fine line of toilet goods. When I asked him whether he was following the present tendency to substitute private label and low priced, long profit items for nationally advertised goods, he said that he was not.

"Such a policy would, in the long run, be bad for my business," he went on, "and I am in business for the long run. My trade is divided into two classes; well-to-do people who are used to having the best and have the money to pay the price, and people from the other side of the avenue who have to watch their pennies carefully. I have the goods both classes want. I give them what they ask for. I do not try to sell my well-to-do customers the goods I sell to people with less money; they would be suspicious and resentful if I did. At least, I'm afraid they would.



IS THIS THE WAY TO SELL COSMETICS?
OR IS THERE ANOTHER AND BETTER METHOD?

"Every hour of the day I make sales of proprietaries, toilet goods and sundries which carry a mighty thin margin of profit. It would pay me better, so far as the immediate present is concerned, if I substituted some long profit item but I am convinced that it would be a bad thing for my business.

"My trade is divisible, also, into two classes of another description—those who go down town to business and those who stay home. During the day, a good many women come in or order over the 'phone. These are rather careful buyers; they often know the down town prices for more or less staple items—that is, they keep track of the price cutters. I lose some sales, I suppose, because I don't meet the cut prices; women put off their purchases until they go down town again. But I always explain my position, and while I may lose sales I don't lose customers.

"My evening business comes largely from the people who go down town to business by day. At night they remember some drug store purchase they meant, perhaps, to make down town and forgot—or some need develops during the evening and they come over to my store to fill it. Others drop in for soda or cigarettes, and buy other things.

"With these people—and they constitute a good proportion of my trade—there is no dispute about price. They know just what they want and ask for it. If they pay a few pennies more than the down town price, they make no comment. They seem to understand why; to take it as a matter of course.

"This has been a hard year, but I am sure I have done wisely to continue to emphasize nationally advertised goods in my window and store display, and to maintain my policy of giving my customers what they ask for, even if the immediate profit isn't as long as I'd like it to be. My feeling is that after these hard times are over and prosperous conditions are with us again the retailer who has made a practice of substituting unknown goods of possibly inferior quality for the sake of the longer profit is going to get it in the neck from his best class of trade."

That last sentence seems to sum up the whole matter very comprehensively.

Conditions, as I have outlined them in this article,

seem to me to be rather serious, and I am wondering just what, and how much, manufacturers are doing to counteract them.

Among the many publications circulated among the retail druggists, there are a few which are widely read; reaching, I believe, practically every druggist in the land. Many manufacturers of toiletries and other drug store products advertise in these journals freely and regularly, and no doubt their contributions on subjects of current interest would be welcomed by the editors of such publications.

I have just looked through recent issues of these drug journals to find out whether manufacturers were utilizing this direct means of communication with retailers for the purpose of preaching the gospel of established and nationally advertised products.

I found that the advertisements of manufacturers said a plenty about the superior quality of their products; discoursed eloquently upon new and engaging packages; pictured new counter displays in many expensive colors; offered free goods with loud blowing of trumpets; declaimed vociferously upon their tremendous advertising campaigns for 1931—but said nothing about the matter which is, or should be uppermost in their minds.

As to the editorial sections of these magazines, I found articles galore on the moot question of open display; a multitude of suggestions as to how the druggist should arrange his stock and dress his windows; entertaining historical narratives; talks pro and con the chains and the independents—and so on. But I found precious little on the subject which most manufacturers and most salesmen are now talking and worrying about.

No manufacturer of toiletry or other drug store product was quoted on this subject. There were no articles by the sales managers or advertising managers of manufacturers, preaching the gospel of nationally advertised, nationally known brands.

Perhaps these manufacturers and their assistants are doing something to save their bacon. Maybe they are working direct on the trade through correspondence, printed matter, personal calls. Maybe they are—but I doubt it!

Duty on Toilet Boxes with Mirrors Protested

The Globe Import Co., New York, in protest 463714-G, claimed that toilet boxes of paper classified at 50 per cent ad valorem under paragraph 230 of the Tariff Act of 1922, as mirrors in frames, should be dutiable at 5 cents per pound and 20 per cent ad valorem under paragraph 1305, or at 45 per cent under paragraph 1432.

Justice J. Sullivan, in T.D. 15885, held the boxes in question dutiable at 5 cents per pound and 20 per cent ad valorem under paragraph 1305, in accordance with stipulation of counsel and on the authority of *Bamberger v. United States* (T.D. 44501). Fitted leather cases in the nature of manicure sets and shaving sets were held dutiable at 45 per cent under paragraph 1432 on the authority of Abstract 13494.

Ankle Slimming a British Vogue

Ankle slimming is the latest English beauty cult and many women are investing their pocket money and a considerable amount of time in trying to reduce in this direction. Special massage and reducing preparations for external application are used and foam baths are indulged in to increase foot and ankle beauty. In addition, some women use a special slimming soap which is rubbed vigorously into the skin.

In the matter of ankles, experts contend that the girl of today cannot compare with her grandmother. So far as natural inheritance goes few modern women have pretty ankles, the reason advanced being that games and general conditions of life have helped to create a race of women with unshapely and over large ankles.

Bluekamel's Artistic Packages

THE packaging of the "Bluekamel" line of cosmetics and perfumes is the result of considerable research and experimentation on the part of the Bluekamel Manufacturing Co., Detroit, London and Paris, to find a package different, striking, and at the same time appealing to various classes of buyers. The line consists of two creams, a cleansing and a nose cream, a face powder, in twelve modern shades,—white, flesh, peach, rachel, brunette, mauresque, sun-tan, sun-kist, brown, green and lavender,—and a perfume, "comme il faut."

In selecting the containers for the line pure white jars have been chosen. Topping these and adding a decidedly different and dressy note are shiny gold-toned metal caps. The labels are in harmony with the tops and also of the color suggested by the name, "Bluekamel." A gold background is emphasized by a blue outer line and a blue camel with the company name and product in blue type. Although the small jar containing the "Proboso Nose Cream" is not of the same contour as the larger jars, as may be seen from the accompanying photograph, the similarity in design and general make-up is apparent, and the general tie-up obvious.

The powder box is most unusual. A solid gold-toned metal lid covering a blue box makes a very beautiful and substantial container. This is more of the type of a beauty box and one that the user would be likely to refill and use as a permanent decoration on her dressing table. Like the majority of powder boxes today a small cellophane window shows the shade of the powder within.

The perfume comes in three sized small flacons, as shown in the center front of the photograph. These attractive containers are of white transparent glass

with the labels characteristic of the rest of the line. The blue camel at the top connects them with the name of the company, and although a little different in shape, the color scheme of gold and blue here carried out leaves no doubt as to their association with the creams. A rather novel shaped bottle forms a diversion from the three small flacons. This is similar to the other bottles in that it is also of transparent white glass with the characteristic blue and gold label. The base of this tall bottle fits snugly into a blue base of the box which has a cover of blue with the blue and gold label.

As mentioned above, the line consists of two creams. The "Albumo Cleansing Cream" is an all-purpose cream, to be used for cleansing, as a nourishing cream at night, and also as an astringent after having cleansed the skin. The "Proboso Nose Cream," the company states, "is a product of many years of research and patient scientific experimentation. It is a cream compounded especially to keep the nose and the parts of the face immediately around the nose free from blackheads, enlarged pores, discoloration and caked and glossy appearance." It should be applied after the cleansing cream and patted in until all signs of the cream have disappeared. This also acts, they claim, as a very efficient powder base.

In developing this line, the Bluekamel Manufacturing Co. is to be congratulated, not only upon the products but also upon the attractive packages it has chosen. The line is one of the most attractive to be found upon the market and the consistency of its package designs and color scheme unites each item to "Bluekamel," which is always an asset in presenting the line to the public as well as affording it easy recognition on the stock shelves.



Essential Oils Over Twenty-Five Years

A Survey of Technical Progress During This Journal's Life

by Dr. Francis D. Dodge, Chief Chemist

Dodge & Olcott Co., New York

THE scientific development of the essential oil industry may be considered as dating from about 1890, when the results of the investigations of

Wallach on the structure and relations of the terpenes began to find a commercial application. Prior to this time, the chemistry of the oils had made little progress. Certain isolates obtained by physical means, such as camphor, anethol, borneol, menthol and carvone, had been prepared and studied. The phenols, eugenol, carvacrol and thymol, and the aldehydes, benzoic, cinnamic and cuminic, all obtainable by simple methods, were well-known. But the chemistry of the terpenes and their derivatives was practically an unexplored field.

The work of Wallach, Tiemann, Semmler and others, however, aroused interest in the commercial possibilities of the isolates, and by 1900 a large number of these were on the market; as, for example, the alcohols, geraniol, linalool, and terpineol and their esters, citral, citronellal, cineol and safrol.

In a sense, however, the commercial development of the pure isolates was somewhat disappointing. The products were found to be not directly applicable as perfume materials. They lacked character; in fact, were too pure. For it was soon realized that certain substances present in small amount were of enormous importance in producing the characteristic aroma of an oil.

At first it was assumed that these peculiar ingredients were volatile unstable bodies, unable to stand chemical treatment or even distillation. But further study led to the discovery, surprising at the time, that these valuable materials were stable, often high-boiling, and frequently well-known compounds such as benzyl acetate, benzoates, salicylates, phenols and their derivatives. Also it appeared that certain nitrogen compounds, not previously regarded as aromatics, such as methyl anthranilate, indol and skatol, were undoubtedly of importance in the development of the composite aroma. From now on it was recognized that the essential oils were, in general, very complicated mixtures. Lemon oil, in 1891 supposed to contain four or five constituents, was known in 1909 to contain at least fifteen: neroli oil, of which two constituents were known in 1891, by 1909 had yielded to analysis some twenty different compounds. In fact it had become evident that the complexity of an oil was limited only by the lack of available methods for complete analysis.

Artificial Flower Oils

The development of the artificial flower oils naturally followed, leading also to an increasing utilization of

the synthetic aromatics in excellent imitations and new creations, in which the art of perfumery plays possibly a greater part than chemistry.



As a result of progress along these lines, certain oils now began to assume more importance as raw materials than for their intrinsic value as aromatics. With the ever increasing use of vanillin, the amount of clove oil devoted to its manufacture became a large fraction of the total production of this oil. Large amounts of oil of turpentine were used for terpineol and camphor, the production being estimated a few years ago as about 2,000 tons of terpineol and 6,000 tons of camphor per annum. The oil of Java citronella proved

to be a mine of useful products, the main constituents being geraniol and citronellal, the latter convertible by various methods into citronellol, hydroxycitronellal, thymol and menthol. Oil of lemongrass as the source of citral and the ionone products; oil of linaloe, yielding linalol and its esters, oil of ajowan, the raw material for thymol, are familiar examples.

A more recent and interesting case is the increasing production of the Australian oil of *Eucalyptus dives*. This oil contains 40 to 50 per cent of a ketone, piperitone, which by suitable methods is convertible into thymol and an artificial menthol.

But the continued importance of the oils as raw material will undoubtedly depend on the progress of synthetic methods, and changes of this kind are already in evidence. The synthetic vanillin from guaiacol is becoming cheaper, in Europe at least, than the product from clove oil. Vanillin from safrol may also, perhaps temporarily, be a serious competitor. Synthetic thymol from meta-cresol has made the distillation of ajowan seed unprofitable, and appears to be now competing with the product from piperitone. Improvements in the manufacture of artificial menthols from piperitone, citronellal or menthone may ultimately affect the Japanese production. As regards the manufacture of camphor (erroneously called "synthetic"), a host of patents covering various technical details of the manufacture from oil turpentine or pine-needles, have been issued, but no important new process seems to have come to light. It is rather remarkable that the method apparently the most satisfactory dates, in principle, from 1870, and that the mechanism of the reaction is still rather obscure.

Other Recent Developments

Of other developments, we may note the growing production of West Australian sandal oil. This oil differs somewhat in composition from the East Indian oil, and opinions as to its therapeutic value are not entirely in accord. The growth of the citrus oil in-

dustry in California, and the peppermint production in the Middle West and in Oregon are also noteworthy.

On the other hand, some oils formerly in demand appear to be gradually disappearing from the market. Examples are the Ceylon oils of cinnamon and citronella. The latter seems to be losing in the competition with the superior Java oil, and the persistent adulteration with petroleum may also be a factor in destroying a profitable industry. It seems likely also that oil of cajeput and our native oil of wormwood may ultimately vanish as commercial articles. Experiments in the production of flower oils in this country have not so far been very encouraging owing to the high labor cost.

In the methods employed in the industry, there appear to be no very important changes. The use of improved vacuum apparatus for rectification has become more general. In the flower industry extraction with volatile solvents, introduced in a small way some forty years ago, is now an important process, and the products, known as "concretes" or "absolutes" find an increasing application.

As regards analytical methods, also no important advances are to be noted. No new general methods have appeared, but a variety of special methods have been devised for the examination of adulterated or suspicious oils. The determination of the purity or authenticity of an oil by chemical methods is becoming an increasingly difficult problem.

Results of Research

Of the results of chemical research in the field, we may note a few items of interest. The formation and decompositions of the ozonides as developed by Harries and others have proved very useful in determining molecular structure. The work of Rusicka has thrown much light on the structure of the sesquiterpenes. By conversion into naphthalene derivatives of known composition, he has arrived at very probable formulas for a number of the former compounds. Rusicka has also contributed to the knowledge of azulene, the blue hydrocarbon, first isolated in the laboratories of Dodge & Olcott Co., New York, in 1915. Of the molecular structure of this interesting compound, however, nothing is yet known.

The investigation of the higher cyclic ketones, also largely due to Rusicka, has led to interesting results. Muscone, the characteristic odoriferous constituent of musk, has been found to be, very probably, a 15 atom ring ketone, derived from palmitic acid, and civetone, from civet, a similar ketone having a 17 atom ring.

Improved methods of catalytic hydrogenation; the boric ester method for the isolation and purification of alcohols; and the metathetical reactions between alcohols and aldehydes or ketones in the presence of catalysts such as the aluminum alcoholates, are among the newer advances which will undoubtedly be useful technically as well as in the laboratory.

Should Read Every Word

(*The Roosa & Ratliff Chemical Co.*)

We always look with interest each month for the arrival of *THE PERFUMER*. You sure have a wonderful trade magazine now and every one in our line of business should take it and read every word.

Trade Commission Activities

WASHINGTON, June 1.—Perfume, toilet goods and flavoring manufacturers all occupied the attention of the Federal Trade Commission during the past month, with one cease and desist order being handed down, this affecting Coty, Inc. A resume of the work of the commission affecting manufacturers in these lines follows:

Cease and Desist Order

Coty, Inc., New York, was ordered to "discontinue methods of resale price maintenance" which the commission declared it has carried on through the three following methods: "(1) Agreements with wholesale or retail dealers that the company's products will be resold by such dealers at prices specified by the company; (2) procuring assurances from either wholesale or retail dealers that the prices fixed by the company for resale of its products will be observed by such dealers; and (3) seeking co-operation of dealers in maintenance of resale prices suggested by the company for its products."

Complaints Issued

The Northam Warren Corp., New York, was charged with using paid testimonials to create unfair competition in the sale of Cutex products. Quoting one testimonial advertisement, the commission charged "in truth and in fact the alleged author of the testimonial . . . was not a faithful or constant user of the said Cutex Liquid Polish and the said testimonial was obtained from her by respondent in consideration of the payment of a large sum of money, and other valuable consideration." Another testimonial by an anonymous actress also was quoted with the same allegations.

The Elby Extract Co., described as a New York company manufacturing flavoring extracts and syrups, was charged, in another complaint, with misrepresenting its products when it termed them imported and with mislabeling some of them with the name "Eugene et Joseph Frères," while also printing on the label the following legend: "Huiles essentielles, chimiques fine synthétiques, extraits superieur, Grasse, France, New York, U. S. A."

"In truth and in fact," the complaint stated, "the products offered for sale and sold by respondent, so advertised, designated, described and labeled, have not been, were not and are not manufactured by Eugene et Joseph Frères at Grasse, in France, or in any foreign country, and were not, have not been and are not imported into the United States from France, or any other foreign country, but have been, were and are manufactured by respondent Elby Extract Co. at its place of business in the City and State of New York, and a substantial portion of the ingredients thereof have been, were and are of domestic origin, and the product sold and distributed by respondent under the trade name of 'Bouquet 3M.E.' was not, has not been and is not aged in wood."

Pending Matters

A complaint generally similar to the original one against Coty, Inc., has been pending since January against Helena Rubenstein, Inc. This company filed an answer denying all allegations.

First Packaging Convention Held in New York

THE first national Packaging Conference, Clinic and Exposition was held at the Hotel Pennsylvania, New York City, May 19, 20 and 21, under the direction of the Consumer Marketing Division of the American Management Association. Thirty-one exhibits filled to capacity the roof garden, while meetings and lectures took place in the adjoining rooms. The exhibitors of packages and containers, packaging materials and methods which have had a definite application to modern packaging created much interest.

An outstanding feature of the conference was a current investigation regarding feminine color preference for a particular product, as reported by Ben Nash, product development and merchandising counsel. Mr. Nash reported that the college girls chose blue as their favorite color, business girls preferred green, and factory girls showed a preference for rose-pink. The product in question had been produced in red for years. Other outstanding speakers at the clinic included C. B. Larrabee, Arthur S. Ogle, Johnson Rogers, Arthur S. Allen, D. E. A. Charlton, Howard Otten, Ernst B. Filsinger, Allen Brown and Geo. D. Olds.

A silver cup, known as the Irvin D. Wolf Trophy, will be awarded by the American Management Association for the best package developed and put on the market during 1931, according to an announcement

made by W. J. Donald, managing director of the Association, at a luncheon given on May 21st. Mr. Wolf, who was general chairman of the Conference and Clinic, is secretary of the Kaufmann Department Stores, Inc., and vice-president in charge of the Consumer Marketing Division of the Association. The rules governing the selection of the packages, the judges and those eligible to receive an award will be announced later.

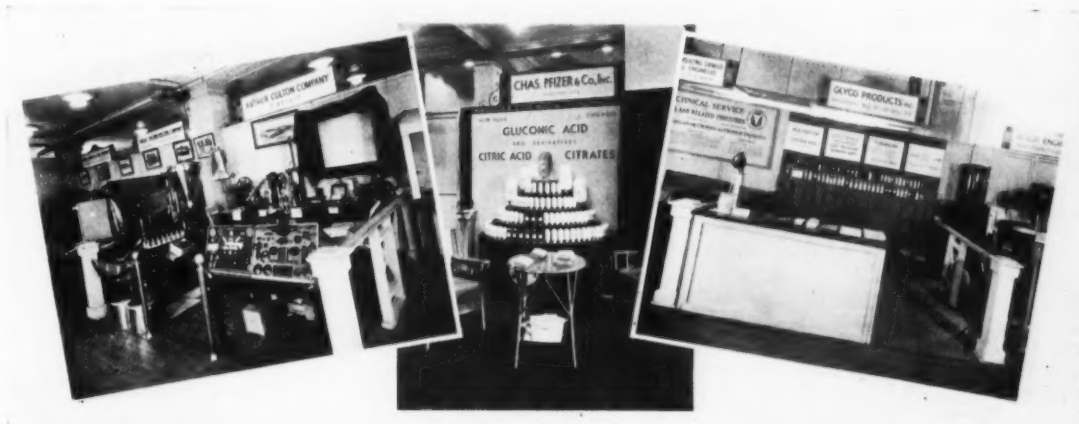
Edward B. Filsinger of that company gave an interesting talk on "Packages for Exporting." He reminded his listeners that colloquialism in foreign labels are not always appropriate and that color schemes for the different countries should be studied carefully. He also pointed out that registration of trade marks was most important in export merchandising.

Allen Brown, advertising manager of the Bakelite Corp., was the principal speaker at the dinner which came as a welcome finale to the three day conference. Mr. Brown pointed out that the most significant outcome of the present business reversal is the challenge to the executives to find ways and means of preventing a recurrence of the present economic illness.

Final registration figures showed an attendance of over 2,000 representatives of industries throughout the country.

Additional Displays at the Chemical Exposition

RECEIVED too late for inclusion with the group of photographs of booths at the Chemical Exposition last month were several displays of interest to our readers. Brief descriptions of these displays appeared in that issue and we are presenting herewith pictures of these booths. At the right, is the display of the U. S. Bottlers Machinery Co., Chicago, which featured its filling machines and decorated its booth with samples of products in which its machinery was employed. The group below includes the displays of the Arthur Colton Co., Detroit, which featured a talking picture of the new Colton tube filler; Chas. Pfizer & Co., New York, showing a line of chemicals for various industries and Glyco Products Co., Brooklyn, with a display of specialties for the cosmetics and other industries.



Canadian Perfumers Hold Convention

THE third annual convention of the Association of Licensed Manufacturing Perfumers of Canada was held at Belleville, Ont., June 10 and 11, headquarters being the Quinte Hotel. President Thomas Haugland of Montreal, opened the sessions with his presidential address which outlined the progress made by the association during the past year and paid a tribute to committee chairmen and members as well as to the entire membership of the association for their active and helpful support during the year.

The report of the secretary showed the withdrawal of one active member, the election of one active and three associate members during the year, making an active membership of 34 and an associate membership of 11 at the time of the meeting. The treasurer's report showed the association in excellent financial condition.

The report of the committee on legislation was presented by Robert Minty. This report outlined the success of the committee in securing the use of a new denaturant, quassin, and also took up the matter of the valuation of alcoholic lotions under the excise regulations. This valuation was brought down to \$3.75 per gallon during the year but agitation for a further reduction to \$3 owing to the rapid decline in prices of essential oils, has thus far been unsuccessful owing to lack of agreement among the members on this point. Petitions to this effect were brought before the membership for discussion and action.

This subject was also made the subject of the report of the executive committee and on the following day John Kennedy of United Drug Co., Ltd., Toronto, spoke on the subject. His address was followed by further general discussion and a decision was reached to circulate a petition asking for the \$3 per gallon valuation. It was anticipated that sufficient signatures to such a petition could be secured.

It was voted to reduce the dues of the members from \$20 to \$10 per year and to hold the annual conventions alternately at Montreal and Toronto.

Report of Resolutions Committee

R. W. McLarty presented for discussion the reports of the resolutions committee which offered a list of nine subjects in which the membership was particularly interested. Those adopted were as follows: Favoring an increased duty on toilet preparations; Favoring an increased duty on toilet preparations in bulk; Favoring a lower duty on glassware not made in Canada; Opposing a lower duty on boxes and packages not made in Canada; That reports of executive meetings be not sent to associate members; That associate members do not enter into discussions on matters that affect the finished goods trade only; That meetings of the associations no longer be held at of-



THOMAS HAUGLAND

fices of the members; That the association consider accumulating a fund for advertising "Made-in-Canada" toilet goods and perfumes. Failing of passage was a resolution on the matter of prices which the members considered would be in violation of the Combines Act.

Motions were carried granting the secretary compensation for his services, thanking Messrs. Ringel of Fritzsche Brothers, Inc., and Kaestner of Canadian Industrial Alcohol, Ltd., for their services in making this and past conventions successful, and thanking Fritzsche Brothers, Inc., for the donation of the Fritzsche Trophy, a prize for the golf winner at the annual convention.

Haugland Re-Elected President

Officers were elected as follows: President, Thomas Haugland, J. B. Williams, Co., Ltd., Montreal; vice-president, W. L. Linton, Northrup & Lyman, Ltd., Toronto; secretary, G. H. Marceau, J. A. Marceau, Ltd., Montreal; assistant secretary, R. W. McLarty, McLarty's, Ltd., Toronto; treasurer, Harry Rose, Rose & Laflamme, Montreal. Members of the executive committee chosen were: A. Bellefontaine, Parfumerie Bellefontaine, Montreal; John Kennedy, United Drug Co., Ltd.; Toronto; H. Carman, Davis & Lawrence, Montreal; G. T. Creighton, W. T. Rawleigh Co., Ltd., Montreal; and J. Loughheed, Colgate-Palmolive-Peet Co., Ltd., Toronto.

Others in Attendance

Others in attendance were: L. W. Speck, Fritzsche Brothers of Canada, Ltd., Toronto; H. Reynolds, Canadian Industrial Alcohol Co., Belleville; G. E. Davis, F. W. Fitch Co., Ltd., Toronto; J. O'Hagan, THE AMERICAN PERFUMER; E. Reed, Thayer Perfumes, Toronto; R. Minty, Palmers, Ltd., Montreal; J. S. Jones, Colgate-Palmolive-Peet Co., Toronto; J. R. Ferrell, Morana, Ltd., Toronto; H. F. McDermott, W. J. Bush & Co. (Canada), Ltd., Toronto; J. McCoo, Stuart Bros., Ltd., Montreal; L. A. Blattman, George Lueders & Co., Montreal; George L. Ringel, Fritzsche Brothers of Canada, Ltd., Toronto; F. B. O'Byrne, Associated Screen News, Toronto, G. C. Kaestner and A. B. Burns, Canadian Industrial Alcohol Co., Ltd., Belleville and G. Fleshaire, L. T. Piver, Montreal.

Entertainment Features

The entertainment features at the convention consisted of golf and other sports and the annual banquet at the Quinte Hotel. The golf tournament for the Fritzsche Trophy was held at the Quinte Golf and Country Club and the winner of the trophy was Albert Bellefontaine of Parfumerie Bellefontaine, Montreal, who scored 105—22—83. He was hard pressed by R. Minty of Palmers, Ltd., with 108—24—84 and G. Kaestner of Canadian Industrial Alcohol Co., Ltd., with 106—20—86.

At the banquet the trophy was presented and the motion pictures taken by Dr. Ernest S. Guenther of Fritzsche Brothers, Inc., were shown accompanied by a descriptive lecture by George L. Ringel. A silver cup for quoit pitching was also presented to a team of employees of Canadian Industrial Alcohol Co., Ltd. The pictures and presentation of prizes was followed by dancing at the Quinte Club.

Two New Tax Bills

THE states of Florida and Tennessee now have pending measures placing a tax upon perfumes, cosmetics and toilet preparations. The Florida measure which was introduced June 10, has been referred to the Senate Committee on Finance and Taxation. It levies a tax of 25 per cent of the retail price on cosmetics and perfumes. The Tennessee bill is a retail sales tax measure which declares the sale of cosmetics a "privilege" and levies a tax of 3 per cent on the retail sales price. Each dealer is required to collect this tax and to affix stamps showing that the tax has been paid on all articles capable of having such stamps affixed.

Both of these measures apparently affect the retail trade more than the manufacturers but steps are being taken to oppose them by those interested in doing business in the two states.

Confectioners Elect A. E. Sanders

The annual convention of the National Confectioners Association was held at the Stevens Hotel in Chicago, June 2 to 5, with an attendance of more than 400. Dr. Donald A. Laird of Colgate University was the principal outside speaker at the meeting. In addition to the excellent business program, the entertainment program was of a high character. It was featured by the annual golf tournament at the Bobolink Club, a theatre party at the Blackstone Theatre and the annual banquet. The president for the coming year elected at the meeting is Arno E. Sanders of the York Caramel Co., York, Pa.

Venus vs. Bacchus

The tasting and purchasing of wines at the yearly sales in the Rhineland and other parts of Germany is a very serious business, and woe betide the individual who has the temerity to light a cigarette during such a proceeding.

It is therefore hardly surprising that a decree has been issued forbidding ladies to attend such sales in future it having been established that the perfume associated with modern woman—be it from her hair, from her powder or from her handkerchief—interferes sadly with the process of tasting and so she is to be banished.

This would seem to be the first time in the history of the world that there has been a serious break between Venus and Bacchus.

American Toiletries Popular in Peru

Imports of American toilet preparations into Peru have considerably increased during the last few years. French, British, and Spanish perfumes offer American brands keen competition. In such lines as medium-priced toilet soaps, dentifrices of all varieties, talcum powders, facial creams, and manicure specialties, products of the United States predominate. The domestic manufacture of toilet preparations in Peru is still in the preliminary stage. Approximately \$150,000 worth of toiletries was exported from the United States to Peru in 1930.—(*Commercial Attache Charles H. Cunningham, Lima*).

Orange Complexions Popular in Europe

TINTED rouges and powders applied to complexions to accord with color contrasts in dress are less conspicuous than they sound in theory. Nevertheless, the idea has not proved too popular with Paris and London beauty specialists. One authority, in maintaining a fresh tone by cleansing treatments and electric applications, suggests that these, combined with a perfect selection from paints and powders, ought to be sufficient to provide any color contrast.

Today a correct selection from powders is one that matches the deepest skin tone, and, oddly enough, only women who have colorless complexions look well without rouge. According to this specialist, color is a doubtful point anyhow, and since orange tones take on a fresher quality than deep reds with brunettes it seems worth while trying to arrive at the right shade.

There is little fear in applying the wrong lipstick when choice is made of a new orange one that takes on an identical color proportionately suitable to the complexion. These lipsticks alone simplify the popular summer make-up borrowed from the Argentines, and bend excellently with a new ochre powder now being sponsored which is neither too dark nor too pale. The lightest one of three is deep enough at present to give the illusion that one has just come back to town after a brief sojourn in the country.

Light shadows applied to the eyes enhance paint and powder as well as the color of the eyes, but paste should always be used discreetly—only as a shadow. Greens and blues are preferable for blondes and browns and blacks for brunettes.

London women, less painstaking than their Parisian sisters, find the new formula to affect a variety of different blendings for the new mode in color contrasts somewhat confusing, and prefer well-chosen and simple formulas like these as, generally speaking, they look more perfect and are less obvious in the sunshine.

Bottle Machine Case Settled

The extended litigation between Europaischer Verband der Flaschenfabriken and Owens-Illinois Glass Co., Toledo, regarding the patents on the Owens bottle blowing machine has been settled by an agreement. Under this agreement, the European syndicate has the right to use certain of the Owen's Illinois Glass Co.'s patents in Europe, including Great Britain and Ireland.

Foragers Plan Outing

The 33rd annual outing of The Foragers will be held at Green Gables, Long Branch, N. J., Saturday, June 27. The usual program of athletic events and a baseball game have been arranged, and the society has sent out preliminary notices asking the members to make reservations at the earliest possible date. These reservations may be sent to O. C. Niedenstein, 3602 Farragut road, Brooklyn, N. Y.

Right Results

Right results are the result of right acting, and right acting is the result of right thinking. Thinking comes first.—*The Silent Partner*.

Trade Notes

The Minnesota Chemical Co., Inc., St. Paul, has purchased a larger building at 2285 Hampden avenue, and moved to its new location on May 29th. The company manufactures soaps, soap powders and other supplies for laundries.

* * * *

Parfumerie Ed. Pinaud, Paris, has been incorporated with a capital stock of ten million francs under the name of Pinaud S. A. R. L. Directors of the new corporation are Henry Klotz, Georges Klotz and Mathieu May. In the past, the company has operated as a partnership, the partners being Henry and Georges Klotz.

This development is in line with the new policy of the house to establish separate corporations in each country in which it does substantial business. Such corporations have already been organized in the United States, Canada and Belgium, and now in France, and plans are under way for the establishment of similar corporations in the other countries in which the company has important interests. Although co-operating closely with each other, each company is a distinct entity and so operates in its own field.

The offices of the new French corporation have been moved to 168, rue Du Faubourg St. Honore (18e), and the former offices at 18, Place Vendome will be discontinued. An elaborate new retail establishment in Paris is being planned and will be opened after January 1 on Champs Elysees.

The house of Pinaud has for many years occupied an important place in the perfumery and toilet goods industry in France and in many other countries, and it is anticipated that its organization into a number of affiliated corporations will add greatly to the efficiency of its operations and to the service which it renders its many customers in all parts of the world.

* * * *

Norris Dodson & Co., Washington, D. C., has recently completed a new factory, laboratory and library building located at 2253 8th street N. W. In the future, manufacturing operations of this company will be conducted at this address.

* * * *

House of Tre-Jur, Inc., New York, has advised us of a change in the address of its branch office in Chicago to the new Merchandise Mart building.



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GEORGES KLOTZ

Colonel Marston T. Bogert of Columbia University and also contributing editor on synthetics for THE AMERICAN PERFUMER, addressed the Northeastern Section of the American Chemical Society in Boston last month on the subject of "Some Interesting Developments in Isoprene Chemistry."

On Thursday, May 28, Col. Bogert presided at the annual Commencement Exercises of the New York College of Pharmacy, as the Columbia University representative on the Board of Trustees.

Col. Bogert left on June 3 for his summer home at Belgrade Lakes, Maine.

* * * *

Affiliated Products, Inc., Chicago, has acquired Curran Laboratories, Brooklyn, N. Y., manufacturers of the "Jo-Cur" line of hair preparations. The acquisition was effected through an exchange of stock together with a cash payment and took effect June 5. Although the amount involved was not revealed it is known that no increase in the capital stock of Affiliated was necessary, the purchase being made from surplus.

The plant of the Curran Laboratories, will continue to operate as a subsidiary under the direction of John P. Curran, president, Otis E. Glidden, vice-president, J. Lyman Pratt, treasurer, Everett Perkins, secretary and Morris Cohen, assistant secretary-treasurer. A new manufacturing unit will probably be established in Chicago to supplement the production of the Brooklyn unit.

Mr. Glidden, president of Affiliated Products, Inc., who carried on the negotiations leading to the purchase, stated that "Jo-Cur" products together with all other lines of the Affiliated Products group, are being extensively merchandised and advertised through the medium of newspapers, magazines, and the radio. The radio programs are presented by the Affiliated Super-Features of the Air, a subsidiary of Affiliated Products, Inc."

Affiliated Products, Inc. is a holding company for Edna Wallace Hopper, Inc., Kissproof, Inc., Hopper-Kissproof, Inc., Boal's Rolls Corp., all of Chicago, and Neet, Inc. and Louis Philippe, Inc., Port Chester, N. Y. To this group is now added the Curran Laboratories.

Curran Laboratories was formed by its president, Mr. Curran over six years ago. In 1928 he placed on the market for the first time the product around which the company's present volume has been built, "Jo-Cur Waveset." In 1930, Curran Laboratories earned well over a half million dollars, and it is expected, Mr. Curran states, that 1931 volume will also reach this mark. In 1925, the sales amounted to only \$5,000.

In addition to "Jo-Cur Waveset," the company manufactures "Jo-Cur Hot Oil Treatment," "Jo-Cur Shampoo Concentrate" and "Jo-Cur Brilliantine."

Only recently Curran Laboratories moved from New York to larger quarters in the Bush Terminal.



VIEWS OF THE INTERIOR OF THE NEW RICHARD HUDNUT BUILDING

Exquisite in every detail is the setting effected by the new Richard Hudnut shop and salon at 693 Fifth avenue, in New York, which was opened on May 26 with a reception to Hudnut's many friends and clients. Entrance to the street floor is through solid metal doors opening upon a miniature hemicycle finished in fluted metal of pure Grecian design. The cream of the white mahogany paneling trimmed with bands of zebra wood, both imported from South Africa, and effectively lighted by the large indirect light in the unusual domed ceiling of pure gold leaf and smaller side lights forms a rich and elegant background for the presentation of the Richard Hudnut and "Du Barry" products. The glass display cases at either side of this reception room contain the company's lines complete, including the new "Gemey" products. The colorful packages of the "Du Barry" line, the browns of the "Gemey" and the variegated ones of the numerous separate items are all that is needed to enliven the background of cream and gold.

In harmony with the woodwork are the furnishings. Luxurious tan and gold rugs and chairs upholstered in cream colored corded silk complement the color scheme. At the further end of the room a fountain plays against brilliant mosaics under its green-gold dome, suggesting coolness and giving just enough added color to effect the perfect ensemble. This first floor is the work of Eliel Serinen, who should be congratulated upon the artistic effect he has created.

A perfectly appointed elevator, finished in satin-wood with pastel shaded panels and seats takes the visitor to the second floor, to the ten treatment rooms and to the office of Miss Mary Elizabeth Johnson, who has charge of this new salon. The color effect carried out here is of delicate pastel shades. The mirrored reception room which greets you as you step from the elevator is developed in Isabella white woodwork and high-lighted in gold. Green and rose satin upholstered chairs of modernized Empire design lend the necessary color in this instance, and in line with the French atmosphere created miniatures form the only wall decorations.

A corridor at either side of the reception room leads to the treatment rooms; each of which is developed in a different color; one in tan with rose curtains; one in chartreuse with white curtains; one in green; another in blue and still others in gray, rose and mauve. Each one is a study to create that restful mood so essential to a successful treatment. The Richard Hudnut and "Du Barry" products are also on display here, in glass cases lining the walls of one of the corridors.

To Eli Jaques Kahn, a well-known New York architect, is due the credit for the construction of this second floor, and J. J. Brodeur, art director for Richard Hudnut, is responsible for the decorations throughout.

On descending to the first floor in company with one of the charming hostesses of the day we were handed a lovely orchid box with the Richard Hudnut name printed on it in silver letters. In this attractive, cellophane wrapped package was a sachet of yellow and orchid moire ribbon with the name, "Du Barry," across one corner.

As we came out upon busy Fifth avenue we felt we had left the ideal spot to spend an hour of peace and quiet and to secure that soothing rest with the resultant invigoration of a treatment.

* * * * *

George Panopulo, assistant treasurer and general manager of Pinaud, Inc., New York City, has returned from a visit of about ten days to Pinaud, Ltd., Toronto, where he conferred with A. R. Poole, vice-president and manager of that affiliated company. He reports some resentment among business men in Canada over the recent increase in the Canadian tariff, which many of them believe is not calculated to improve conditions in the Dominion.

* * * * *

Leroy Fairman, our contributing editor on merchandising, who was for many years connected with the Charles C. Green Advertising Agency as copy chief, is now associated with Alfred S. Hearn Co., advertising agents, New York.

Elsa Singer Ice Pak Beauty Products Co., formerly located in Gary, Ind., has advised us that it has moved its headquarters to 1212 North Clark street, Chicago, Ill.

* * * * *

Bernard d'Escayrac, vice-president and general manager of Guerlain, Inc., New York City, sailed on the *Ile de France*, June 5th, on his usual annual visit to Paris. It will be about six weeks before Mr. d'Escayrac returns to the New York offices. On this trip he will combine business with pleasure as he will not only visit *Les Parfums Guerlain* of Paris, but also his home.



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BERNARD D'ESCAIRAC

In commenting upon the company's business, Mr. d'Escayrac advises us that his company has not been affected by the general depression to any appreciable extent, either here or abroad.

* * * * *

Budd Aromatic Chemical Co. Inc. was organized June 2 to deal in essential oils, and synthetic aromatic chemicals with offices at 667 Washington street, New York City. The officers of the company are Harold L. Bishop, president and treasurer; and Harold S. Lyon vice-president and secretary. The directors are the officers and Harry S. Johnson. I. H. Budd who is well known in the essential oil industry is associated with the company.

* * * * *

We re-introduce to our readers this month an old friend in the person of Ralph H. Auch of Cincinnati



RALPH H. AUCH

who returns to our pages with an article on the manufacture of deodorants and perspiration correctives. Mr. Auch is a graduate of the University of Cincinnati and has had fifteen years' experience in the manufacture of toilet preparations with several of the best known companies in the field. He was formerly a regular contributor to our pages until pressure of other duties forced him to suspend his writing activities. We are pleased that his knowledge and experience will be again at the service of our readers and know that those who are familiar with his former work will rejoice with us at having him back.

* * * * *

At the annual Commencement of Holy Cross College, the Edw. V. Killeen, Jr., chemistry prize of \$50.00 in gold, donated by E. V. Killeen, president of George Lueders & Co., New York, was awarded to Robert D. Whitfield of Albany, N. Y. Mr. Whitfield made the highest score on record in the competition for this prize.

A. K. Paul, general manager and treasurer of the Foxon Co., Providence, R. I., sailed on the *Carmania* June 9 to attend the Rotary convention in Vienna, June 21-27. Mr. Paul is chairman of the Vienna convention committee of the Providence Rotary Club for which, incidentally, he is an active worker. Mrs. Paul accompanied Mr. Paul and they will visit Paris and Berlin returning about July 15.

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The Santo Seco Corp., St. Louis, toilet articles and food products, has placed its advertising account with the Emery Advertising Company, of that city.

* * * * *

Herman G. Weicker, vice-president of Dodge & Olcott Co., New York, and Mrs. Weicker returned on the *New York* on May 29 from a two months' business trip abroad, which included visits to the connections of his company in England, France, Switzerland and Germany.

The principal commercial cities of the above mentioned countries were visited and the trip gave Mr.

Weicker an excellent opportunity to observe business conditions abroad.

In England and in Germany he found very considerable unemployment and in the latter country a pronounced communistic trend. Germany, he said, feels the effects from the payments of her reparations and from the Russian efforts of dumping merchandise in markets where Germany formerly was able to sell her products at fair prices.



HERMAN G. WEICKER

It is evident that Germany now is in a precarious condition and her collapse at this time would be more unfortunate and far-reaching to the rest of the world than can possibly be foreseen.

While effects of the existing business depression are quite evident throughout Europe, Mr. Weicker does not feel pessimistic as to the trend of business in the United States. The market here, he thinks, is too big to be held back for a long period of time. The buying power of the people remains strong, as is evidenced by the tremendous amounts on deposit in the savings banks. The limit of withholding purchases must be found before very long if in fact it has not already been reached. The people will buy when values are good and while perhaps for some time they will buy in smaller lots in that case they will buy more frequently. This method will serve to keep capital more liquid.

The present is an especially advantageous time for our trades, he holds; for a real buyer knows when to buy to his advantage—the present offers an opportunity to make long time commitments at prices from 25 to 33½ per cent below normal. Some of our products, Mr. Weicker points out, have reached bottom; some have advanced from the lowest point at which they were sold a short time ago and with only a slight increase in buying a considerable number of products are bound to advance from present very low levels.

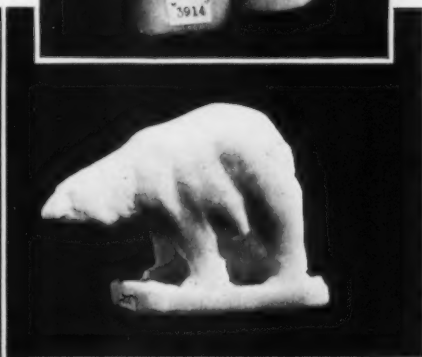
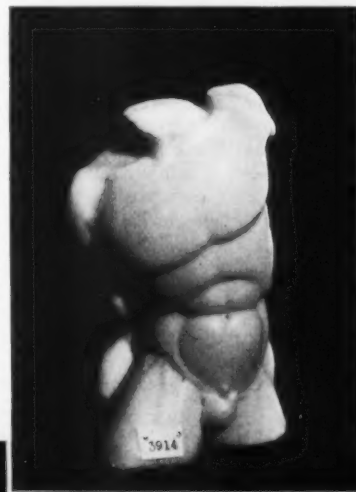
Fifty-five hundred sculptures in white soap produced by people in all walks of life, obscure and famous, throughout the United States, Canada and Europe, and entered in the Seventh Annual Competition for Small Sculptures in White Soap for prizes amounting to \$3,100, awarded by the Procter & Gamble Co., Cincinnati, were placed on view June 2, at the American-Anderson Galleries, New York, where they will be shown until June 27th. After the New York showing the sculptures will go on tour of principal museums and art galleries throughout the country. Ralph T. Walker, distinguished architect opened the exhibition. Leo Lentelli, well known sculptor and member of the Jury of Award, presided at the opening and awarded the prizes.

Peter P. Ott, New York sculptor, repeated his victory of last year in the professional division of the competition, taking first prize of \$500. Last year Mr. Ott won the same prize for his torso of a woman. His piece selected this year as the best professional work in the competition is a male torso, shown in the photograph at the right. In the International Division, a special section for entrants from foreign countries, Anny Seidl of Vienna was awarded first prize of \$125 for her "Maske." In the advanced amateur class, which attracts hundreds of entries and brings sculptures from all classes of people, Camille K. Castaing of Brooklyn, won first prize of \$300 for his "Polar Bear." His piece was also awarded the Lenox prize as the one chosen from the entire competition by the Lenox Potteries of Trenton, N. J., as being best suited for the purpose of reproduction in pottery.

The Gorham Award, a single piece chosen from the entire competition by Black, Starr & Frost-Gorham, Inc., as best suited for reproduction in bronze, was given to Jeannette Yost of Chicago for "My Woodland Friend." This piece was also awarded second honorable mention in the professional class.

Everything from Swiss mountaineers to American gangsters, canaries to albatrosses, ships and jazz musicians, The Four Horsemen of the Apocalypse and Rin-Tin-Tin are numbered among the 5,500 carvings.

The Jury of Award which selected the prize winning pieces includes Alexander Archipenko, Sculptor, New York; George E. Ball, formerly director of design, The Gorham Company, Providence, R. I.; C. J. Barnhorn, sculptor, Cincinnati Art Museum, Cincinnati, Ohio; Alon Bement, director, Art Center, New York; Gutzon Borglum, sculptor, Stamford, Conn.; Harvey Wiley Corbett, ex-president, Architectural League, New York; Harriet W. Frishmuth, sculptor, New York; Charles Dana Gibson, artist, New York; Robert Laurent, sculptor, Brooklyn, N. Y.; Leo Lentelli, sculptor, New York; Dr. Gustave Straubemuller, formerly Associate Superintendent of Schools, New York, and Lorado Taft, sculptor, Chicago.



Effective June 15, all Boston branch sales offices and warehouses of the Armstrong Cork Co., manufacturers of linoleum, insulation materials, and cork products of all kinds, will be consolidated in one office located at 286 Congress street. Heretofore, separate offices have been maintained for each of the four divisions of the company.

Following are the sales divisions affected by the change and the former address of each: Armstrong Cork Co., Floor Division, 507 Bedford building; Armstrong Cork & Insulation Co., Insulation Division, 275 Congress street; Armstrong Cork & Insulation Co., Cork Division, 84 North street; Armstrong Cork Products Co., Shoe Products Section, 197 South street.

In addition, the Temlock Dealer Sales Division of the Armstrong Cork & Insulation Co., recently organized for the sale of Armstrong's Temlock Insulation, will be located at the new address. Liberty 4484 is the telephone number of the new consolidated office.

* * * *

Polak's Frutal Works, New York, N. Y., announces the appointment of Zink & Triest, Drexel Building, Philadelphia, Pa., and George H. Martin as special representatives. The former will cover the Pennsylvania territory and the latter the Pacific coast territory with offices at 149 California street, San Francisco, Cal., and 300 Avery street, Los Angeles, Cal.

* * * *

There appears to be a bit of business romance in the announcement of the Owens-Illinois Glass Co. that T. K. Almroth has been named advertising manager of that organization. Mr. Almroth launched into his business career just seventeen years ago at the age of 20 when he became associated with the Owens Bottle Co., now the Owens-Illinois Glass Co., Toledo, Ohio, in a clerical capacity.

For fifteen years Mr. Almroth continued his association with that organization, working through various departments, both in office and plants, to gain wide knowledge and experience that was to be put to excellent use in later years with the same company, and now with the merged organization.

Mr. Almroth worked his way up through the accounting department, sales division, production planning, and manufacturing departments. For two years he was in the company's plant in Glassboro, N. J. With this fine background he became advertising manager in 1924. Two years ago, shortly before the merger of The Illinois Glass Co., and The Owens Bottle Co., he resigned to enter the general advertising field with a Toledo advertising agency. In this capacity he added much to his creative sales experience and now returns to Owens-Illinois thoroughly equipped in every way to actively lead the company's aggressive advertising and sales promotion program.

Mr. Almroth assumed his new duties and added responsibilities on June 1.



T. K. ALMROTH

Last month we published a brief item about the generous action of Col. Evan E. Kimble, president of the Kimble Glass Co., Vineland, N. J., who, when the Vineland Trust Co., recently closed its doors, guaranteed the thrift accounts of some 5,000 school children who had entrusted their savings to the closed institution. This act has been recognized in banking circles



COL. E. E. KIMBLE

throughout the country and one of the leading bankers' magazines comments on it as follows:

"One of the finest actions in the banking world which has come to our attention in some time is the act of Col. Evan E. Kimble, well-known president of the Kimble Glass Co. and of the Tradesmen's Bank and Trust Co. of Vineland, in keeping the faith of the children of Vineland in banks through guaranteeing payment

personally of every cent of the children's thrift savings accounts in the closed Vineland Trust Co. These accounts contained the entire savings of the school children of Vineland, and amounted to \$37,606 with about 5,000 child depositors.

"The children will be paid off in alphabetical order and in turn will assign to Colonel Kimble their accounts for investment in the bank of which he is head. The closed bank, it is expected, will pay off on a basis of about 50 cents on the dollar and Colonel Kimble will receive back about half of the \$37,000 he is paying out personally.

"The entire banking world appreciates the fine motive behind Colonel Kimble's action. It is absolutely imperative that the children of this country retain their faith in the solidity of the financial and banking institutions and Colonel Kimble has unquestionably gained the confidence and respect of both the children of Vineland and the entire financial and business world by his splendid act."

* * * *

The essential oil trade in New York and vicinity will begin its usual season of Saturday closing on the first of July, and all of the leading houses will be closed on Saturdays during July and August. Consumers are especially cautioned that on rush deliveries, orders should reach the various houses in time for delivery or shipment on Friday during these two months.

* * * *

Florasynth Laboratories, Inc., New York, has appointed K. I. Litster of Toronto as its Canadian representative. Mr. Litster will be located at 11 King street west, and will carry stocks of Florasynth products for the convenience of the company's many Canadian customers.

* * * *

The d'Orsay Perfumeries Corp., Paris and New York has placed its advertising account in the hands of Hanff-Metzger, Inc. The agency will act as counsel on all matters pertaining to publication, radio and display advertising.

The eighth annual golf tournament of the Central Division of the American Can Co. was held in the Midlothian Country Club, Chicago, June 4. As will be seen from the accompanying photograph, a large group of the company's executives, employees and guests were present and enjoyed the hospitality of the company and golf on the excellent course of the club.

In all, more than 115 golfers took part in the morning and afternoon rounds. Play started at nine in the morning and continued all day, being followed by dinner at the club which was featured by the award of prizes to the winners by vice-president K. S. Breckinridge, who is in charge of the Chicago office.

W. H. Eaton, retired sales manager of the Western district, American Steel & Tin Plate Co., and pioneer member of the club, was host for the day, and among the executives of the American Can Co. who participated were H. W. Phelps, president; George Cobb, general sales manager; W. E. Taylor, general manager of manufacture; A. R. Pfeltz, assistant general manager of manufacture; H. C. Putnam, director of safety; H. W. Mansfield, general manufacturing department, and H. C. Day, accounting department; all from the New York offices.

Others were H. C. Meyer, superintendent of the Cleveland factory, and C. W. Bellas, superintendent of the Terre Haute plant. Executives of the American Sheet and Tin Plate Co. present included W. A. Irwin, vice-president, Pittsburgh; S. H. McMasters, auditor, and Thomas O'Brien, manager, Gary Tin Plate Mills; D. A. Barrett, assistant to vice-president, and H. T. Bennett, sales manager, Chicago offices.

After the prizes were awarded, President H. W. Phelps closed the party with an address to the salesmen and officers of the company.

Awards to the winners, included desk clocks, golf balls, auto cushions, and other gifts appropriate for the occasion. The list of prize winners is as follows:

Guest Winners

Low Gross—Ralph Brown, Midwest Canning Co... 86

Net Scores

1st. Ed Trego, Hoopston Canning Co.... 97—28—69
2nd. L. Argall, Midwest Canning Co.... 112—42—70
3rd. R. Dickinson, Libby McNeil Libby... 92—20—72

Company Winners

1st Low Gross—R. D. Dietrich..... 84
2nd Low Gross—R. Kinsey..... 85
3rd Low Gross—E. J. Weich..... 86
1st Low Net—R. K. Dickey..... 96—28—68
2nd Low Net—Max Eberhardt..... 93—24—69
3rd Low Net—G. D. Wiles..... 121—52—69
4th Low Net—John Caine..... 97—28—69
5th Low Net—T. J. Francis..... 89—20—69
6th Low Net—H. Anderson..... 91—22—69
7th Low Net—H. W. Mansfield..... 97—28—69
8th Low Net—L. E. Birch..... 94—24—70
9th Low Net—L. E. Arneberg..... 107—33—71
10th Low Net—E. E. Appleton..... 93—22—71
11th Low Net—H. Vitense..... 91—20—71
12th Low Net—A. H. Nugent..... 92—20—72



AMERICAN CAN CO., GOLF TOURNAMENT AT CHICAGO

AT LEFT: PRESIDENT H. W. PHELPS AND WILLIAM H. EATON. ABOVE: R. GARDINER, JOHN CAINE, M. CORTILET AND M. EBERHART. CENTER: GROUP AT THE MIDLOTHIAN COUNTRY CLUB.



FRANK A. BLAIR



NICHOLAS H. NOYES



JOHN G. SEARLE

The annual meetings of three associations connected more or less closely with the manufacturers of toilet articles have been held recently and their annual elections have resulted in the choice of outstanding leaders in these fields as chief executives of the trade bodies during the coming year.

The annual meeting of the Proprietary Association followed its usual course, which time has proven to be the best one, by re-electing Frank A. Blair of New York its president for the eighteenth time. The Proprietary Association has come to be almost synonymous with Frank Blair and the excellent work which it has been able to accomplish has been due largely to his splendid work and engaging personality. Mr. Blair is vice-president of the Centaur Co., New York, and interested as officer and director in numerous other companies affiliated with Drug, Inc., and the Sterling group.

The American Drug Manufacturers Association, meeting at Virginia Beach, chose Nicholas H. Noyes as president. Mr. Noyes is one of the most active and effective members of this group. He is president of Eli Lilly & Co., Indianapolis.

The choice of the members of the American Pharmaceutical Association, meeting in French Lick, Ind., was John G. Searle, vice-president and treasurer of G. D. Searle & Co., Chicago. Mr. Searle is the youngest man who has ever filled this important position, having just passed his thirtieth birthday. He is a grandson of the founder of his company and since his connection with the company, which began in 1923, has been active in the work of the A. Ph. M.A.

More remote from our industries, but nevertheless of interest to many of our readers, is the Manufacturing Chemists' Association of the United States, which has just closed its annual meeting at the Seaview Golf Club, Absecon, N. J. This group re-elected Lamont du Pont of E. I. de Nemours & Co., Wilmington, Del., to direct its activities during the coming year.

Sherwood Petroleum Co., Inc., Brooklyn, N. Y., and Chicago, Ill., has established a branch office and plant at Memphis, Tenn., under the management of Thomas and Owen Lilly. The new unit is located at 476 Union avenue, Memphis. Stocks of petrolatum and mineral oils of both American and Russian origin are being carried in Memphis for the convenience of the many friends of the company in that section of the country.

Chemical Machinery Co., New York, was recently incorporated under the name, First Machinery Corp. There will be no change in the management or personnel. Fred R. First, proprietor of the company, will be president of the new corporation.

This change in name indicates the wider activities of the company's service which now embraces the perfume, toilet preparations, flavoring extract and food industries. The new designation will also avoid confusion with a firm of similar name in the machinery field.

In line with this change the facilities of the company have been enlarged with new general offices and testing laboratories at the rear of their present location at 405 East 15th Street.

* * * *

Margaret Brainard, president of Margaret Brainard, Inc., New York City, gave a birthday tea on June 3, in honor of the first year of her Cosray treatment. Although Miss Brainard has been selling her preparations for a longer time, the treatment feature and studio was started a year ago.

The tea was held at Sherry's, 300 Park avenue, and was attended by many of Miss Brainard's clients, toilet goods buyers, newspaper and magazine writers, as well as the directory board of the company. Assisting Miss Brainard as hostess was Mrs. Constance Roberts, general manager of the company, who received their many friends in a reception room on the mezzanine. Tea was served at small tables in an adjoining room where two pieces of music played.

* * * *

In preparing the list of those present at the A. M. T. A. convention, we inadvertently omitted the name of William C. Young of the New York office of Swindell Brothers, Baltimore, Md. Mr. Young was not only present at the convention, but was a member of the committee which arranged the excellent program of entertainment.

* * * *

C. G. Euler has sold the building at 221 Pearl street, New York, in which his offices and those of Shipkoff & Co., of which he is president, were located. Mr. Euler is now established in new quarters at 247 Pearl street where excellent facilities for handling his business are available.

Erik Vles, treasurer of Polak's Frutal Works, New York City, sailed on the *St. Louis* June 13 for a two months' business and pleasure trip abroad. He will spend much of his time at the headquarters of the company in Amersfoort, Holland, and will also visit his home in Bussum. His itinerary includes Denmark and Germany and a brief stay in France.

Prior to the departure of Mr. Vles, John ter Veer, secretary of the company, returned from a Canadian trip which took him to the principal cities of the Dominion. Business conditions he found to be much better than he anticipated; and there is ample evidence that conditions have improved materially within the last six months.

* * * *

Bourjois, Inc., New York, declared an extra dividend which was payable on June 15th to all stockholders as of June 1st.

* * * *

Monroe Loeb, president of the Reich-Ash Corporation and its subsidiaries, the Silvercraft Specialty Co., Inc., and the Antique Novelty Box Co., Inc., died following an illness of one week in Mt. Sinai Hospital, New York City, June 2, at the age of 39 years.

Mr. Loeb was born in New York City and was educated in the New York public schools. After completing his education he joined in a minor capacity the R. V. D. Corp., organized by Sidney Ash. Sales work interested him early in his career and accordingly most of his experience was in that department. Eventually he was appointed sales manager of all of the allied companies. His work was so successful that when Sidney Ash retired as president on January 1, 1930, to act as chairman of the board of directors, Mr. Loeb was elected president. This position found him directing the activities of an enterprise with representatives in every continent and in most of the leading commercial centers.

In the course of his selling experience Mr. Loeb travelled widely and was very well known throughout the entire trade in the United States. His capacity for hard work; his knowledge of the business; his desire to help his friends; and his perennial cheeriness won for him a host of friends throughout the country who will mourn his loss.

Mr. Loeb was a member of the Friendship Society, and was interested in the work of the Merchants Association of New York, of which his company is a member. In fraternal work he was a member of True Craftsman's Lodge No. 651 F. and A. M., which took part in the funeral services. He is survived by his widow, Mrs. Florence Ash Loeb, a sister, Mrs. Ethel Reif, and a brother, Arthur Loeb.

In tribute to his memory, the offices and factories were closed Thursday, June 4, the day of the funeral. Interment was at Hastings-on-Hudson.



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THE LATE
MONROE LOEB

Michael A. Ripp, Jr., is now associated with Helfrich Laboratories of New York, Inc., in a sales capacity.

He received his initial experience in this industry over eight years ago beginning as a laboratory assistant with the American Perfumers' Laboratories, Inc. A rapid rise followed until he was secretary and sales manager of the company.

During his association there he collaborated in the creation and design of toilet goods lines, and recently in a series of demonstrations in the interest of a prominent beauty advisor.

Mr. Ripp lives with his wife and children at Crestwood, N. Y. Mrs. Ripp is the former Frances Williams, sister of Lieutenant Al Williams, famous aviator. Her marriage to Mr. Ripp in 1929 was one of the interesting social events of the season with Mayor Walker and other notables in attendance.

* * * *

Nicholas N. Marcotoon, New York, consulting chemist and private brand specialist, has recently enlarged the manufacturing facilities of his New York plant. New machinery for the manufacture of tooth paste and shaving cream has also been installed. Mr. Marcotoon is now on an extensive trip throughout the Middle-West in connection with his consultation work at the invitation of a number of houses.

* * * *

Belgian Trading Co. is now established in its new offices and laboratories at 16 East 12th street, New York, N. Y., where ample facilities are provided for the executive offices of Armand Batta, president of the company, a reception room and laboratories. The latter are equipped with modern apparatus affording the opportunity to do work hitherto impossible on account of cramped quarters.

John V. Klochkov, a chemical engineer and former professor at the Empress Katherine Institute of Petrograd, is in charge of the laboratories. His experience covers 18 years of service in the trade in France, Germany and Russia as well as three years in Seattle, Wash. He has also travelled widely and has written abroad several theses on essential oils.

Ample storeroom and shipping facilities are provided in the new quarters and a complete line of the products of Payan & Bertrand, Grasse, France, for whom the company is American agent, will be carried in stock.



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MICHAEL A. RIPP, JR.



© B & S

ARMAND BATTÀ

The Pfaudler Co., Rochester, N. Y., manufacturers of glass lined equipment, has advised us of several changes and promotions in its organization. These promotions were recently announced by H. S. Calvert, executive vice-president in charge of sales development.

George F. Kroha has been appointed vice-president and general sales manager; and Philip S. Barnes manager of sales of the chemical division. Both Mr. Kroha and Mr. Barnes have been connected with the company many years and are well known in our industry.

George C. Calvert has been appointed assistant general sales manager, and Ranlet Miner assistant secretary and foreign sales director. William H. Klee,

who has been in charge of Michigan and Ohio sales territory, has been promoted to the managership of the Midwest sales division, which includes the Chicago, St. Louis, Cincinnati, Cleveland, and Detroit sales offices.

The Pfaudler Co. since the beginning of 1930 has been steadily expanding its activities in all of the process industries, and

the company expects that these new appointments will further the progress already made along these lines. Considering general conditions, the company has enjoyed several record-breaking months during the current year, some of which were equal to the best months of 1929. It anticipates continued excellent business during the coming months.



G. F. KROHA



G. C. CALVERT



P. S. BARNES

The Kleco Co., manufacturers of toilet preparations, Brooklyn, N. Y., has moved to new and more spacious quarters at 4110 16th avenue, where it will be in a better position to serve its customers due to an increased staff and added facilities. The new telephone number is WIndsor 6-2948.

* * * *

Harry Woollett, for many years connected with the toilet goods industry, has joined the staff of Helena Rubinstein, Inc., as a sales representative. Prior to his association with the Rubinstein organization, Mr. Woollett was with Vadsco Sales, and about five years ago he was associated with his present concern.

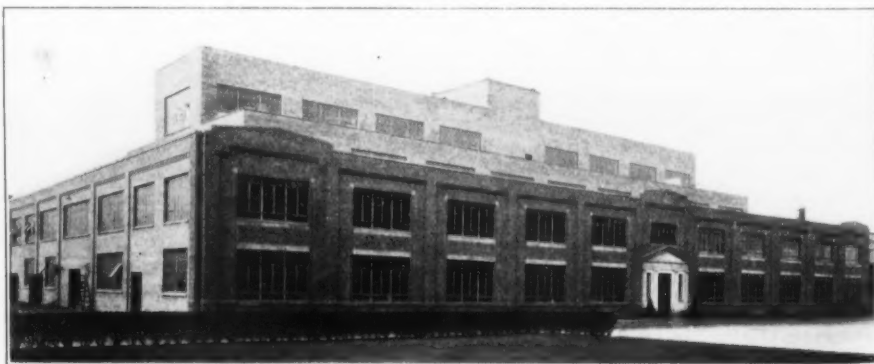
The Lumo Corp., manufacturer of soap and soap products have moved its plant and office from Pleasantville, to Egg Harbor, N. J. The building which has been remodelled to meet the demands of the company was ready June 1st and manufacturing started at that time.

* * * *

R. Sachs, formerly treasurer of The Pennsylvania Mfr's. & Extract Co., Pittsburgh, advises us that he has established his own business as a manufacturing chemist under the firm name of Sacco Co. in the same city. We extend to him our good wishes for his success.

The Newport Chemical Works, Inc., Passaic, N. J., has sent us the accompanying photograph which shows the first unit of its new aromatic chemicals plant located at Carrolville, Wis. This building has just been completed by the company and is the first of a series of units which the company will devote to the manufacture of aromatic products. The neatness and practical layout of the building are obvious from the picture and its interior is characterized by the latest in machinery and equipment for the manufacture of products for the industries using aromatic chemicals. Plans are under way for the rapid expansion

of the Newport line and for the addition of further manufacturing facilities as the growth of the consuming industries and of Newport sales efforts warrants. Manufacturing operations in the new unit have just been started and the company anticipates that it will be of material assistance in serving customers.



NEW AROMATIC CHEMICAL PLANT OF NEWPORT CHEMICAL WORKS

Chicago Trade Notes

AMID the luxurious surroundings of the Edgewater Beach Hotel, located directly on the shores of Lake Michigan along the celebrated North Gold Coast of Chicago, the seventeenth summer convention of the Insecticide and Disinfectant Manufacturing Association, Inc., was held on June 1, 2 and 3.

The convention was very well attended by the members actively engaged in the industries represented by the association and also by the associate members closely allied with these trades.

The convention was called to order on the morning of June 1 by the president, Robert C. White, of Robert C. White Co., Philadelphia, Pa., and the address of welcome was delivered by Frank F. Harris of Carters Ink Co., representing the Chicago Association of Commerce.

The opening morning session was given over to the reading of reports of the various officers of the association, which were followed by the report of the committee on insecticides by Charles P. McCormick of McCormick & Co., of Baltimore.

The members engaged in a general discussion of the problems affecting the insecticide industry, which brought out very clearly the need for standardization, not only for the insecticide business, but for disinfectants and the liquid soap trade, as well.

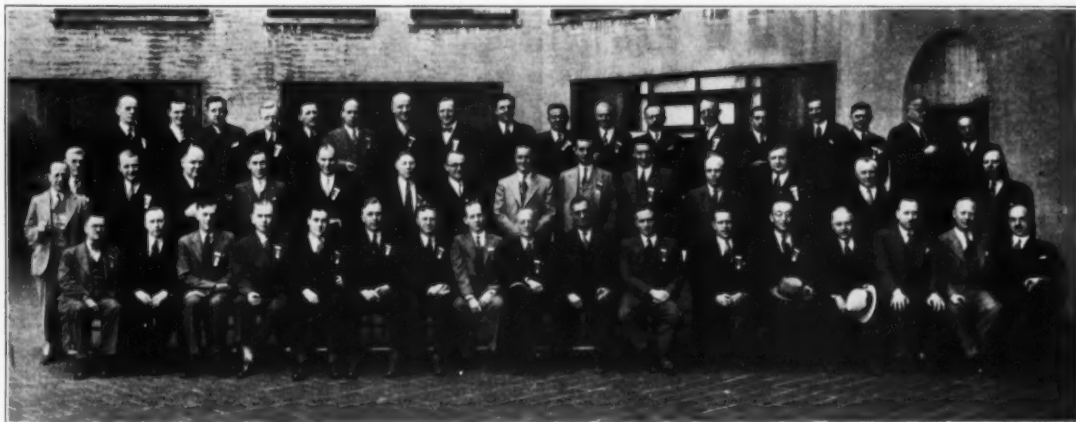
Numerous speakers, including Peter Dugan of Merck & Co., Dr. William Dreyfus of West Disinfecting Co., C. C. Baird of Baird & McGuire, Inc., Dr. Charles H. Peet of Rohm & Hass Co., K. A. Dolge of C. B. Dolge Co., and William A. Hadfield of General Laboratories, Inc., were very emphatic in their talks on this subject, and urged every manufacturer to maintain the highest standards of quality possible on all their products. They all agreed, this was absolutely necessary for the welfare of the industry. Much discussion was heard as to the evils of shady trade ethics, the ridiculous special discounts to jobbers, price cutting and other trade abuses in general, which the speakers outlined would only lead to the complete ruination of the trade if continued.

Through the courtesy of the U. S. Department of Agriculture, several motion picture films entitled "The Barnyard Underworld" and "Southern Cattle," were displayed and enjoyed by the members. A most interesting address was given by O. J. McClure of Chicago on salesmanship and its various phases, and James O. McKinsey told the members all about "Cost Accounting from a Management Point of View."

Even the poor humble moth was given considerable attention in an address by R. N. Sturhahn of Monsanto Chemical Works, in his report on "Moth-Proofing Materials." He stated that the members were overlooking a splendid opportunity of increasing their business by neglecting the promotion and sale of this commodity, which was corroborated by the display of a motion picture film entitled "Why Moths Leave Home."

A most enjoyable informal banquet was held Tuesday evening, June 2, during which the entertainment committee had arranged about eight very delightful entertainment features. The closing day of the convention, June 3, was devoted entirely to liquid soap and its trade problems. John V. Halaska of the Acme Chemical Co., Milwaukee, Wis., outlined to the members the necessity of formulating certain standards for the manufacture and sale of liquid soap and mentioned that group action should be taken to prevent the liquid soap industry being classed as "Racketeers." Other members like Mr. Eckerman of Davies-Young Co., Dayton, D. J. Bachrach of Clifton Chemical Co., New York City, V. D. Mider of the U. S. Chemical Co., Greenville, Ohio, and A. E. Starke of the A. E. Starke Co., Chicago, as well as several of the invited guests, expressed their opinions along the same lines, and it was generally agreed that it remain with the liquid soap manufacturers, to market higher quality products, and to conduct an educational campaign among the consuming trade, if they expected to enjoy any increase in their business.

At the close of the meeting, Peter Dugan was elected as 2nd vice-president to succeed E. B. Loveland, who resigned.



GROUP AT INSECTICIDE AND DISINFECTANT MANUFACTURERS CONVENTION

The Chicago Drug & Chemical Association held its final summer meeting at the Hamilton Club on May 28. The guest and speaker was John A. Massen, who spoke on "The Crucial Problem of Local Government" and his lecture proved very interesting to over 85 members who attended the luncheon. Meetings will again be resumed in September.

* * * *

The Golf Auxiliary comprising the Chicago Perfumery, Soap & Extract Association and the Chicago Drug & Chemical Association held its first tournament on May 12 at the Nordic Country Club. The winners included the following members:

Class A

First—A. G. Schneider, Victor Chemical Works	82-14—68
Second—A. C. Drury, A. C. Drury Co.	85-13—72
Third—F. Slyder, American Thermos Bottle Co.	84-10—74

Class B

First—O. H. Raschke, Victor Chemical Co.	105-30—75
Second—Frank Woods, Frank Woods Co.	93-17—76
Third—M. Lally, Mosso Laboratories	103-26—77

Class C

First—Wm. H. Schutte, P. R. Dreyer, Inc.	112-37—75
Second—Frank Robinson, Monsanto Chemical Co.	124-47—77
Third, Clarence Seguin, C. A. Seguin Co.	119-35—84

The second tournament was held on June 9 at the Cog Hill Country Club and over 40 members registered for the game, attired in nifty plus fours and flashy sweaters and despite the hot sun, succeeded in turning in some very fine scores. The following members were awarded the prizes:

Class A

First—Fred Slyder, American Thermos Bottle Co.	78- 8—70
Second, J. Wilhelm, Geo. Lueders & Co.	80-11—69
Third—Elmer Smith, American Aniline Products	81-12—69

Note: All scores revert back to par and low handicap wins.

Class B

First—Ray Morris, Orbis Products Trading Co.	95-22—73
Second—B. F. Zimmer, Fritzsche Brothers, Inc.	93-19—74
Third—Roy Downs, Owens-Illinois Glass Co.	96-22—74

Class C

First—Wm. H. Schutte, P. R. Dreyer, Inc.	107-35—72
Second, Clarence Seguin, C. A. Seguin Co.	118-35—83
Third—J. DeLorme, Riviera Products Co.	132-47—85

Guest Prizes

First—H. Perrottet	83-12—71
Second—R. Groff	86-18—68

The next tournament will be held on July 14 at the Twin Orchards Country Club.

* * * *

Clarence A. Seguin, president of the C. A. Seguin Co., and the Acme Compact Puff Co., and interested in the Huntington Laboratories, is busy this week, receiving the congratulations of his many friends on account of his recent marriage to Miss Irene Sharp of Owens, Wisconsin. The wedding took place on May 20 in Huntington, followed by a large reception.

Andy Anderson, the Southern Representative for Massey & Massey Co., Chicago, manufacturers of flavoring extracts, and his two passenger biplane, are inseparable companions. Andy possesses a transport pilot license, and covers his entire territory exclusively, in this 168 mile an hour biplane. Flying about 75,000 miles per year, over the past four years, Andy has covered over 246,000 miles, during which time he has worn out two planes and recently established a record for a non stop flight between Chicago and Oklahoma City.

* * * *

John H. Beach, Chicago manager for Seeley & Co., Inc., manufacturers of fruit extracts, will return to New York on June 15. At a recent meeting held in the New York offices the following officers were elected: R. Gordon Smith, president; John H. Beach, vice-president, secretary and treasurer.

It will therefore be necessary to change the headquarters to New York City, but the concern will continue to operate its Chicago office, which will be under the direction of Richard H. Lingott.

* * * *

The Annual Stag Picnic of the Chicago Perfumery Soap & Extract Association will be held on June 23, at the White House, located at Irving Park boulevard and the River road. Don Clark, chairman of the picnic committee announces that the program will include every outdoor sport, which of course will include barnyard golf.

* * * *

James B. Long manufacturer of extracts and food colors has moved to larger quarters at 22 West Kinzie street.

Pacific Coast Trade Notes

WHEN business depression struck the country, instead of resorting to the futile attempt some manufacturers made to fortify themselves by dismissing employees or cutting wages to reduce expenses, the Los Angeles Soap Co. added 10% to the number of its working force, divided the force into two shifts, shortened working hours, kept the wage scale where it was, and went ahead.

Results have justified the policy, say those at the head of the company. In fact, land has been purchased and a \$100,000 addition to the factory will be made this year, and a second addition of equal size is planned for construction within two years.

"Business is not just a system of making money," says F. H. Merrill, the company's president. "The first consideration of an employer should be the welfare of his employees. A happy, well-paid employee is a firm's greatest asset. If men were kept at work there would be no business depression. When all of this country's firms concern themselves with the well-being of their workers, the day of depression and panics will be over."

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The Braun Corp., Ltd., chemical supplies and manufacturers of chemical apparatuses, now located at 363 New High street, Los Angeles, intends to erect

its own building at 2260 East 15th street. The building which will be a magnificent structure is planned to be 485 feet long and 85 feet wide. The estimated cost is \$250,000. The building itself will be equipped with all modern conveniences pertaining to the welfare of the employees and will also have its own parking lot for employees as well as customers.

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J. M. Miller formerly proprietor of the J. M. Miller Soap Co., Los Angeles, about one year ago had some business reverses and a lot of hard luck. His business went into the hands of a receiver. Today Mr. Miller is at it again manufacturing washing powder and long bar soap at 1928 Atlantic street. It takes a good deal of nerve and confidence to start a new business in these times of stress. Mr. Miller has both and is to be congratulated upon his new venture.

* * * *

Two men were seriously burned recently in a big explosion in the plant of the Jeffreys Chemical Co., at Lake street and Burbank boulevard, Burbank, California. The explosion caused a fire in the extensive plant and called out all the available fire-fighting apparatus of that community to cope with the flames. A number of automobiles parked close to the building were also reported to have burned.

* * * *

Former business associates of Leo Parnell Bergin, for 30 years secretary of the Los Angeles Soap Co., paid their last respects to their former fellow worker on Monday, May 25, when funeral services were held from his residence at 650 South Muirfield road. Solemn requiem mass at St. Brendan's church followed the rites.

Born 49 years ago, Mr. Bergin leaves his widow, Mrs. Gladys Balfour Bergin; two sons, Leo P. Jr., 19, and John Balfour, 17; a daughter Gloria, 12, and two brothers.

* * * *

The entire force of the J. B. Ford Co., of Wyandotte, fame, San Francisco, were guests of Harry Hofius, district manager, and Mrs. Hofius and Miss Mary Hofius at the Hofius summer place, the "Pines," at Rio Nido, May 30th and 31st, and the program was just about as complete as a state convention.

New Orleans Trade Notes

THE New Orleans branch of Parke, Davis & Co. entertained members of the faculties and graduating classes of the schools of pharmacy of Loyola and Tulane universities at the Parke-Davis plant, Camp and Howard streets, recently. Vaudeville numbers were presented and dancing followed. E. A. Kimzey, manager of the New Orleans branch of Parke, Davis & Co., was host, and L. F. Selzer, of the firm, was master of ceremonies.

* * * *

The Dixie Chemical Company, manufacturing chemists, have moved from their location at Governor Nicholls and Dauphine streets to a two-story brick building at 513-15 Decatur street. Expansion due to the needs of an increasing business was given as the reason for the change. Slight renovations were made in the new building before the move.

Northwest Trade Notes

ARTICLES of Incorporation have been filed by Finger Laboratories, Inc., of Blue River, Wis. The company has been authorized to issue 3,000 shares of common stock at \$5 each and 400 shares of preferred stock at \$25 each. The concern will deal in soap and soap products. Signers of the articles are M. Finger, R. Murley and J. Hillberry.

* * * *

Fred E. La Combe, formerly associated with the Palmolive Co., Inc., and later with the Lavo Co., has joined the Leland Chemical Co., Milwaukee, as sales manager. He has been connected with the soap industry in Milwaukee, Wisconsin, Minnesota and upper Michigan for 20 years. The Leland concern specializes, among other things, in laundry chemicals and soaps.

* * * *

The Cosmetic Shop, affiliated with The Lady Gerzhon organization, Minneapolis, Minn., a firm which specializes in the blending of face powders and preparation of cosmetics, has opened a store at 312 State street, Madison. Miss Mildred Snow is manager of the shop.

Australian Essential Oil Exports Increasing

Total exports of essential oil from Australia during the fiscal year 1930 were valued at \$717,325 as contrasted with \$624,450 in 1928 and \$247,550 in 1923. The upward trend of exports in recent years was interrupted by a marked recession in 1927, which apparently only added further impetus to the rate of acceleration of the trade. Eucalyptus oil exports which account at present for from 50-60 per cent of the trade, have declined from \$440,940 in 1928 to \$307,430 in 1930, while exports of other essential oils increased from \$183,510 to \$409,890 during the same period.

The Australian essential oil industry is rapidly diversifying its output aided materially by the active research and experimental efforts of the Technological Museum. The large production of eucalyptus oil in recent years and the curtailment of demand overseas and declining prices resulted in a gradual retrenchment program during 1930.—(Assistant Trade Commissioner Lewis R. Miller, Sydney).

Philippine Toilet Preparations Imports

Imports of toilet preparations into the Philippines have remained practically stationary during the last few years, being valued at \$1,154,680 during 1929. Despite the business depression during 1930, sales of face and talcum powders, toilet waters, hair pomades, and manicure preparations showed material increases over 1929. Competition from local preparations, especially pomades and toilet waters, continued to be a factor in the market, but the imported articles are still preferred when they can be afforded. The United States supplies from 65 to 70 per cent of the trade consisting principally of dentifrices, face powders, toilet soaps, and cosmetics. France controls the Philippine trade in perfumes. United States sales of face powders increased about 18 per cent in 1929 over the preceding year.

In Memoriam for Departed Friends

BABCOCK, ALFRED P., perfumery manufacturer, New York City, June, 1903.

BARCLAY, GEORGE REGINALD, manufacturer of soaps and perfumes, New York, June, 1925.

BROWN, DAVID SEYMOUR, founder Brown Soap Co., New York City, June, 1913.

BRYSON, ROBERT HORNE, pioneer in Canada's drug trade, Montreal, June, 1924.

BURKE, FRANK G., president Manhattan Soap Co., New York, June, 1929.

DEMOTT, CLAYTON M., treasurer, Scovill Mfg. Co., Waterbury, Conn., June, 1929.

EAVENSON, ALBERT TAYLOR, J. Eavenson & Sons, Camden, N. J., June, 1910.

HOPKINS, FERDINAND T., SR., of F. T. Hopkins & Son, toilet preparations, New York, June, 1920.

ISAKOVICS, ALOIS VON, proprietor of the Synfleur Scientific Laboratories, Monticello, N. Y., June, 1917.

LEONHARD, J. HENRY, president of Theodor Leonhard Wax Co., Inc., Paterson, N. J., died at Cologne, Germany, June, 1927.

METZGER, CHARLES F., of Metzger Scentcraft Co., New York, June, 1911.

MEYER, THEODORE F., former president of the Meyer Bros. Drug Co., St. Louis, at Tuscadero, Cal., June, 1924.

MICHAELS, HENRY, president of Langley & Michaels Co., San Francisco, June, 1920.

SALLABACHEFF, IVAN P., of Botu Pappazoglu & Co., Sofia, Bulgaria, June, 1924.

SARGEANT, STEPHEN M., SR., manufacturer of flavoring extracts, Worcester, Mass., June, 1926.

STEARNS, FREDERICK KIMBALL, chairman of Frederick Stearns & Co., Detroit, at Beverly Hills, Cal., June, 1924.

TWITCHELL, ERNEST, chemist, Cincinnati, June, 1929.

UTARD, EMILE, manager in the United States for Parfumerie Ed Pinaud of Paris, and founder and president of the Franco-American Board of Commerce and Industry, New York, June, 1925.

WHELPLEY, DR. HENRY M., former president American Pharmaceutical Association, St. Louis, June, 1926.

WILEY, DR. HARVEY WASHINGTON, "Father of the Pure Food & Drugs Act," Washington, D. C., June, 1930.

Herbert Lawrence Janin

Herbert Lawrence Janin, dean of the sales organization of I. L. Lyons & Co., died at his New Orleans home recently after an illness of several months. Mr. Janin had been selling for the Lyons organization for 40 years, keeping his place in the front rank throughout this time.

He was a native of New Orleans, born in 1869. In 1892 Mr. Janin was married to Miss Julia Frassmann. Mrs. Janin preceded him in death by six years. Later he married Miss Katherine Cosgrove of Philadelphia. He was 61 years old at the time of his death.

The story of Mr. Janin's business life is to a large

extent the story of the growth of I. L. Lyons & Co., drug wholesalers and manufacturers of toiletries, during the past half century. His connection with the firm antedated that of nearly all present officials as well as the present employees.

In the days before the great expansion of the drug wholesale field Mr. Janin covered practically all the Lyon company's outside territory which was adjacent to New Orleans. As time went on his territory was necessarily reduced, but his production did not decrease, and he was a leader in the selling force of the company up to the time of his last illness.

Mr. Janin was prominent in social and civic affairs, being a member of several Carnival organizations, the Chess, Checkers and Whist Club, Louisiana Lodge No. 102, F. and A. Masons, and also engaged actively in charitable work.

He is survived by his wife, four children of his first marriage, three brothers and a sister. Among the honorary pallbearers named at the funeral were numerous officials and others connected with I. L. Lyons & Co., including John W. Phillips, president; E. B. Briggs, vice-president and general manager, and George Lyons, Theodore Lyons, Jr., Dr. Randolph Lyons and Irving Lyons.

* * * *

J. E. Quackenbush

J. E. Quackenbush, the oldest employee in point of service of George Lueders & Co., New York, importers and manufacturers of essential oils and perfumery materials, died May 22 at his home in Hackensack, N. J., after a long illness.

Mr. Quackenbush was the first employee to join George Lueders after he established his business, and for approximately 45 years has been in charge of the vanilla bean department of the company. He was 67 years old at the time of his death.

Funeral services were held May 24 and interment was made at Wyckoff, N. J.

* * * *

Robert E. Chumasero

Robert E. Chumasero, manager of the New York office of the Foxon Co., Providence, R. I., for the last eight years died at his home in Brooklyn, N. Y., June 4 at the age of 68. Death was due to heart disease. Mr. Chumasero was born in Brooklyn and was active in the Society of Old Brooklynites and also in the Central Congregational Church of which he was deacon.

He leaves his widow, Grace Chapin Chumasero, and two sons, Frank and Robert E., Jr. Funeral services were held June 6 at the Central Congregational Church, the Rev. S. Parkes Cadman officiating. Interment was in Greenwood Cemetery.

Mr. Chumasero was well known and beloved by all in the trade in the Metropolitan territory and his passing will be a distinct shock to all who knew him.

The Sweetest Souvenirs

When we support the stumbling feet of others and give a little good cheer to those in distress, there comes into our consciousness something that supports us and gives us more cheer.

Call it what you will, it remains one of the sweetest souvenirs in living a life.—*The Silent Partner.*

Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Avenue, New York)

The New Gildemeister

DIE AETHERISCHEN OELE, by E. Gildemeister and Fr. Hoffmann; 3rd Edition, by E. Gildemeister. Volume III; XXXI, 1,072 pages. Verlag der Schimmel & Co., A. G. Miltitz bei Leipzig. (Für den Buchhandel. L. Stackmann, Leipzig, 1931. Price \$9.50.

The last volume of Gildemeister and Hoffmann completes the most comprehensive work thus far published on essential oils. The high standard of the previous editions has been maintained. In this volume 786 individual oils are described and the literature through 1929 is covered. The chemical and physical data on each oil is brought to the above date and the references cited.

The citrus oils are particularly well done; 150 pages are devoted to this section. The modern methods of manufacture are included and the terpeneless oils are also given attention. The eucalyptus oils are divided into eight general divisions comprising 180 different varieties to which 180 pages are given. The lavender oils are fully described in 50 pages. This includes a discussion of the recent controversy regarding the composition of the esters occurring in this oil.

The mint oils are described in detail, covering all in the production of this important group particularly American peppermint oil. 81 pages are given to this section.

This volume is very well illustrated with 59 illustrations in black and white and in color. Numerous maps deal with the geographical considerations in the production of essential oils. A new feature is a table at the end of the volume giving the flash points of various essential oils and aromatic isolates and chemicals. This no doubt is a result of the recent adulteration of cassia oil with alcohol and the flash point test for its detection in this oil. The index is contained in a separate volume of 124 pages.

The entire series is exceptionally well bound. To the essential oil chemist, and to those interested in essential oils, Gildemeister & Hoffmann's *Etherial Oils* will be a most welcome addition to their reference library.

DR. HARVEY A. SEIL.

Bleaching of Oils

THE BLEACHING OF OILS, FATS, WAXES AND SOAPS (In German) by J. Davidsohn, 269 pages; paper bound. Gebrüder Borntraeger, Berlin, Germany. Price \$7.00.

It is gratifying to know that such a prominent scientist as Dr. J. Davidsohn has written a book on this subject. As the author points out, the subject matter in this field has been distributed throughout the litera-

ture and has been available only through much effort upon the part of those desiring to consult it. In assembling this material into one complete volume a contribution of merit has been made to the literature on oils, fats, waxes and soaps.

The book is divided into four parts. The first part takes up the subject in general and discusses absorption materials and chemical bleaching. The second part takes up the bleaching of waxes, the third the bleaching of soap and the fourth analytical considerations. There are included in the text nine figures and fifty-one tables. The subject is covered in a very thorough manner with carefully prepared references to literature and patents. A bibliography and comprehensive index add to the value of the work. The print is large and plain, making the reading of the German more facile by those who read it less frequently than English.

The presentation of the subject is more practical than theoretical. Specific methods are outlined and the apparatus used is clearly described. The book, therefore, is valuable to the plant man as well as the man in the laboratory. It is unfortunate that it has not been bound in the more permanent form. The reviewer feels certain this work will be well received by those who labor in the fields it covers.

DR. E. G. THOMSEN

Chemical Progress in 1930

ANNUAL SURVEY OF AMERICAN CHEMISTRY, Vol. V, 1930. Edited by Clarence J. West and compiled by 46 chemists and scientists. Published for National Research Council by the Chemical Catalog Co., Inc., New York, 1931. Price \$5.00.

This work adequately shows that technical progress in the chemical sciences did not stand still during the depression year of 1930. In each of the fields covered by the survey, commendable progress was made and in a few of them, outstanding work of both scientific and commercial importance was accomplished. Naturally, the scope of the volume forbade any extended treatment of the various accomplishments but almost perfect indexing and citations make original books and papers readily available to the reader.

The book is bound in the usual style, well printed and splendidly arranged. For the chemist, teacher or student, it should serve as a valuable reference guide.

Circulars, Price Lists, Etc.

In its May-June catalogue, MAGNUS, MABEE & REYNARD, INC., New York, outlines the career of its vice-president, Joseph Baird Magnus. Mr. Magnus is the second son of the founder of the company and has been connected with it since 1916 excepting for a period spent in the U. S. Naval Aviation service during the war. He has been vice-president since 1923. He is a member of the Drug & Chemical Club and The Upper Deck Club of New York; The Beach Club of Greenwich, Conn., where he resides; The American Legion and the Sons of Confederate Veterans.

STOKES & SMITH Co., Philadelphia, has just issued two very attractive four-page leaflets describing filling and sealing machinery. One features particularly the "Neverstop" carton filling and sealing machine, and gives illustrations and complete information about it. The other describes several types of filling machines, with illustrations of the machines and the packages which they fill and seal.

* * * *

POMPEIAN Co., Elmira, N. Y., has sent us a photographic reproduction of the Pompeian art panel for this year. This is entitled *Alluring* and is a creation of Bradshaw Crandall, world-famous illustrator.

The company anticipates and is prepared for tremendous distribution of this panel, recalling that last year more than half a million requests for the Pompeian panel were received.

* * * *

THE PHOENIX-HERMETIC Co., Chicago, is sending out as a circular a leaflet prepared by the Bliss Syrup and Preserving Co. of Kansas City. This leaflet quotes in full the editorial on "Packaging" which appeared in the May issue of *The Phoenix Flame*, and reproduces as well the excellent cartoons which appeared in that issue.

* * * *

GENERAL PLASTICS, INC., North Tonawanda, N. Y., has prepared an interesting circular in card form showing the use of "Durez" for stove fixtures.

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LOUIS DEJONGE & Co., New York, has sent us several circulars printed on various types of coated papers which it manufactures. These are beautiful examples of the printers and lithographers' art and show to the best advantage the adaptability of Dejonge papers to various uses.



THE POMPEIAN PANEL

New Raw Materials

THIS department lists and briefly describes new raw materials placed upon the market by our advertisers. The statements made regarding these products are those of the seller and are not to be regarded as endorsements. Advertisers are invited to send small samples and descriptive matter of products for use in this section.

Florasynth Laboratories, Inc., New York:—*Caramelone*, a base to make a caramel butterscotch flavor for the ice cream trade, to be used in conjunction with other materials. *Caramel Butterscotch Concentrate*, a base for subsequent dilution, to produce a finished butterscotch caramel flavor, when finished to be used in the ratio of one quart to five gallons of mix. *Novarome*, a new product of amber-like character for use as a fixative in the manufacture of high grade perfume compounds, also suitable for high grade soaps. *Hydrocitrnantral*, a new chemical body useful in the production of lilac, orange blossom, hyacinth and acacia, will not polymerize.

L. Sonneborn Sons, Inc., New York:—*SonoJell*, a mixture of waxes and white mineral oils blended so as to produce creams that are pure white in color and entirely odorless, suitable for creams, hair dressings, pharmaceutical salves, ointments, etc.

Pfaltz & Bauer, Inc., New York:—*Falba Absorbition Base*, a product of oxycholesterines possessing the power of absorbing up to five times its own weight of water or aqueous solutions, blends readily with perfume oils and is suitable for cosmetic preparations. *Lanum Odor No. 100-6*, an odor developed especially for lanoline products, blending with the lanoline odor so as to greatly change the note and give it a delightful fragrance. *Cholesterin, C. P. (Riedel)*, an ingredient for use in hair preparations and shampoos, having an excellent effect upon the hair structure and texture.

Sherwood Petroleum Co., Brooklyn, N. Y.:—*Pureline Cream Base*, a base especially designed for the manufacture of liquefying creams. *Pureline Polybasic Odeurs*, perfume concentrates specially adapted for use with the cream base, offered in a wide range of odors.

Pierre Dhumez & Co., Vallauris, France, through their agents, **Compagnie Parento, Inc., Croton-on-Hudson, N. Y.:**—*Gomodors, Cafe and Cacao*, and *Super Gomodor, The*. To be used in synthetic perfume bases to give a distinctive note of lasting quality, also especially suited for use in flavors.

AMERICAN BEAUTY Co., New York, manufacturer of liquid nail polish, have placed on the market a new toenail polish in shades to harmonize with bathing costumes and manicured hands. A new nail white in pencil form has also been added and the liquid nail polish repackaged in plastic finished bottles with plastic caps. Circulars describing these and other items are available from the company.

* * *

THE CUNARD STEAMSHIP Co. has prepared a booklet containing conversion tables from kilos to pounds and from pounds to kilos. Copies of this very useful little booklet may be had by applying to the company in New York.

New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

New York Soap Corp., Borough of Manhattan, N. Y., 200 shares of common stock. P. E. Lockwood, 76 William street, New York, N. Y.

Carawave, Inc., Wilmington, Del., cosmetic, hair tonics, 30,000 shares of common stock. Corp. Trust Co. Keystone Pine Tree Products Co., Inc., Hoboken, N. J., toilet articles, 2,500 shares common stock. George E. Enright, New York, N. Y.

Stafford Chemical Co., Borough of Manhattan, N. Y., cosmetics, 200 shares common stock. S. V. Ryan, Albany, N. Y.

Sani-Soap, Inc., Cincinnati, O. 300 shares no par value.

The National Soap and Polish Co., Cleveland, O., 500 shares no par value.

J. E. Gleason Co., Milwaukee, Wis., manufacture and sale of soaps, boiler compounds, waste and other products, 500 shares common no par authorized stock. Meta Curschmann, G. Carl Kuelthau and Helen Lederer.

Ruth D. Maurer, Borough of Manhattan, N. Y., school of beauty culture, \$10,000. B. F. Spellman, 115 Broadway, New York, N. Y.

Mulhens & Kropff, Borough of Manhattan, N. Y., cosmetics, 100 shares common stock. Katz & Sommerich, 120 Broadway, New York, N. Y.

Ohio Products, Inc., Wilmington, Del., cosmetics, toilet products, 110,000 shares common stock. Corporation Service Co.

Albert Durande, Borough of Manhattan, N. Y., cosmetics, 200 shares common stock. J. Loeb, 2 Lafayette street, New York, N. Y.

Alice Corey, Inc., 919 N. Michigan avenue, Chicago, general cosmetic business, 1,000 shares no par value. Incorporators: Bruce A. Brown, Richard A. Roberts and Clifford L. Stocklin. Correspondent: Busby & Cury, 120 S. La Salle street, Chicago.

Kwik Cosmetic Corp., Borough of Manhattan, N. Y., \$25,000. L. L. Feinberg, 165 Broadway, New York, N. Y.

E. J. Fay, Borough of Manhattan, N. Y., cosmetics, 2,000 shares common stock. Goodhue, Morrison & Lynn, 140 Nassau street, New York, N. Y.

Senzodor, Rochester, N. Y., cosmetics, 500 shares common stock. R. F. Fowler, Rochester, N. Y.

Acken Co., Borough of Manhattan, N. Y., toilet articles, \$300,000.

W. J. A. Clancy, 152 West 42nd street, New York, N. Y.

Hildred of Hollywood, Ltd., Hollywood, Calif., Delaware corporation, cosmetics, beauty preparations, \$50,000.

Business Troubles

Aaron Keusch, 761 Westchester avenue, New York, N. Y., pharmacist. Irving Trust Co. has been appointed receiver.

Howard C. Weidman, Cairo, N. Y., pharmacist. Liabilities, \$1,470; assets, none.

Joseph H. Milio, 620 Myrtle avenue, Brooklyn N. Y., druggist, by Newton Street for \$1,615.

Louis W. Kaner, doing business as Ditmars Pharmacy, 31-01 Ditmars boulevard, Astoria, L. I. Judge Campbell has appointed Edward H. Wilson, 17 John street, New York, N. Y., receiver in bond of \$15,000.

Julius Kogan and the Roxy Drug Co., Inc., 740 Ninth avenue, New York, N. Y. have assigned to L. Leventhal, 36 West 44th street, New York, N. Y.

Edward J. Smith, 69 West Post Road, White Plains, N. Y., pharmacist. Liabilities, \$26,206; assets, none.

Hepner's Companies, 118 West 48th street, New York, cosmetics, has assigned to Murray Kurnan, 2351 Eighty-first street, Brooklyn, N. Y.

Philip and Jacob Berman, individually and as co-partners, trading as Home Pharmacy Co., 1251 Coney Island avenue, Brooklyn, N. Y. Liabilities \$13,692.20; assets, \$9,465. Judge Campbell has appointed O. Grant Esterbrook, 190 Montague street, Brooklyn, N. Y., receiver in bond of \$5,000.

Louis Goldstein, trading as Neck Road Pharmacy, 1502 Neck Road, Brooklyn, N. Y. Liabilities, \$4,910.82; assets, \$2,452.

Jacob Guze, 291 Rivington street, New York, N. Y., pharmacist. Liabilities, \$1,668; assets, none.

Essential Oil Market in Brazil Expanding

Imports of essential oils into Brazil increased from 122,900 liters valued at \$595,600 in 1927 to 140,500 liters valued at \$657,850 in 1929. The Brazilian perfume, soap, and toilet preparation industries, which are important consumers of imported essential oils, are gaining in importance. Assisted by extremely high customs duties, Brazil has become, insofar as these products are concerned, relatively independent of foreign sources. Local manufacture is further favored by low laboring costs. There are 36 factories in Brazil manufacturing toilet and medicated soaps. In the Federal District alone it is estimated that 100,000 gross of toilet soap in bars are produced annually and Rio de sential oil manufacturers and exporters should consider the possibilities for expanding sales in the Brazilian market.—(Commercial Attache Carlton Jackson, Rio de Janeiro).

Protest Duty on Toilet Cream

W. Motoshige, Honolulu, in protest 262545-G protested the classification of a toilet cream as an alcoholic preparation claiming it to be non-alcoholic and dutiable at 75 per cent under paragraph 62, Tariff Act of 1922.

In T. D. 14663, Justice J. McClelland sustained the claim in accordance with the amended report of the appraiser.

Inhibited Curiosity

Wife—"You don't love me any more. When you see me crying now, you don't ask why."

Husband—"I'm awfully sorry, my dear, but these questions have already cost me such a lot of money."
—*Passing Show.*

Paris and British Trade Notes

THE fourth international Exposition Francaise des Arts de la Coiffure et de la Parfumerie will be held in Paris from September 25 to October 5. The booths and auditorium will be housed in the Palais des Expositions at the Porte de Versailles, and only French perfume and coiffure houses are permitted to exhibit. However, any hairdresser or make-up artist may enter the famous competitions in style creation, theatrical make-up, permanent waving, use of ornaments in hairdress, marcelling, etc., which not only attract the profession but also the whole Parisian public, especially to the evening sessions.

Louis Dreyfus, a delegate from the Cannes-Antibes district, having decided to take some active steps on behalf of the interests of the flower producers, has prevailed upon other members of the Chambre who are also concerned about the same interests to found a parliamentary group. At the first meeting Mr. Dreyfus was elected president of the group.

The Fédération of the Coopératives de fleurs parfumerie, sent hearty congratulations to the parliamentary group for the defense of flower producers. "We assure you of our sympathy and feel confident of the results of your intervention in our behalf."

Les Parfums Tosca has recently been incorporated with a capitalization of 100,000 francs. The new company will manufacture and sell perfumes, and other products. Its offices are located at 56, rue Louis-Blanc, Courbevoie (Seine). The directors are Louis Deceunick, 21, avenue Marie, Anvers, Belgium; Gunther, Hammerschmidt, 30, boulevard des Batignolles, Paris; and Henri Baggelaar, 51, Frédérickplein, Amsterdam, Holland.

Société des Produits chimiques saponifies, a new company located at 6, rue de Lisbonne, Paris, has been formed for the acquisition, exploitation or sale of patents, licenses or concessions, etc., in the chemical and soap industry. The capitalization is set at 375,000 francs. Administrators are Charles Manheimer, 43, avenue Hoche, Paris; la Compagnie des Produits Chimiques et Electro-Métallurgiques d'Alais, Froges et Camargue, Paris; Louis Orenge, 41, rue de Boulainvilliers, and Adolphe d'Adler, 12, rue de Lota, Paris.

Produits Mahieu has been organized for the manufacture and sale of beauty products. Offices are located at 12, boulevard Poissonniere, Paris, with a capitalization of 50,000 francs. Directors are Georges Mahieu, 3, rue de Fiens, Lille (Nord); and A. G. Basin, 3 place Carnot, Havre, Seine-Invérieure.

THE 38th British Chemists' Exposition was held in London during the month just ended. It was opened in the Horticultural Hall by the president of the Pharmaceutical Society, A. R. Melhuish, supported by members of the council, officers of other trade organizations, and representatives of every section of industry from all over the United Kingdom. President Melhuish, in declaring the exposition open, recalled the opening of the first exposition and said the changes that have taken place in the interval were astounding. Today it is a brighter, better, and in every way finer exposition, and President Melhuish congratulated the exhibitors on the splendid displays they had arranged. The event fills a very real want and serves to bring together the manufacturer, wholesaler and retailer in a fraternal spirit.

The stands this year numbered 160. Toilet products and packed goods generally predominated over the purely pharmaceutical side of the display. The exhibits struck a new note of brightness through a more generous use of color in the design of the stands. There was, too, a "Fraternization Loggia" for visitors, and during the week several organizations held their meetings there.

The striking stand immediately inside the main entrance was occupied by Parke, Davis & Co., who featured a new shaving cream which, on account of its mercuric iodide content, can be handled only by chemists and druggists. Another toilet line strictly confined to druggists was a "super" peroxide toothpaste on the stand of Perox, Ltd., which concern this year made its debut at the exposition. A special feature of the well-known

Mitcham lavender water and a toilet series perfumed with this product, displayed against an effective background of natural lavender, were the pièce de résistance of the stand of Potter & Moore, Ltd. A recent introduction of this firm is a powder-cream attractively packed in mirror-fitted jars for the handbag.

Atkinson & Co., one of the chief British perfumery houses, had a large and artistic stand devoted to a series of high-grade toilet products and all its well-known perfumes. "Black Tulip," a new perfume of the exotic type, was featured prominently, and an advertising campaign is about to be started to popularize it. A variety of hair fixative creams and solutions for both men and women were exhibited by the Anzora Perfumery Co., another firm which believes in advertising its products well in the daily press. Les Parfums Gueldy had a display stressing perfumes and powders in fine French-style packings. A novelty of interest here was a new shade of powder, "Abricot," which may be used by blondes or brunettes with equal effect.



Canadian News and Notes

Toronto

BY acclamation Edwin Olstad, manager of the Lavis Co., has been chosen president of the Travelling Men's Auxiliary of the O. R. D. A.; Rene Dean, manager of the Lambert Pharmacal Co., is the new second vice-president, and Ralph Waller, of McGillivray Brothers, is the new secretary.

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J. W. McCoubrey, president of the United Drug Co. of Canada, was a passenger by airplane from Leamington to Toronto last week, making the 210 miles in less than an hour-and-a-half.

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Jewish Druggists of Toronto have formed a club of their own and propose during the coming season to hold a series of debates on topics of interest to the trade. One of the first of these will be a discussion on the worth of the drug apprenticeship system.

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Toronto druggists and visitors attending the Ottawa convention next month will form a motor caravan, leaving this city on Sunday morning, July 5, stopping at Belleville for lunch, and paying a visit to General Manager Campbell of the Henry K. Wampole Co., at Perth in the evening, and running into Ottawa at night.

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Fire in a one-story frame shed on the premises of the Lever Bros. Soap Co., 201 Eastern avenue, Toronto, during the month past, caused a damage of \$700, principally by water from the sprinkler system. The fire was traced to a beginning in a pile of old papers, but the origin was undetermined.

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Since the disbanding of the P.A.T.A., the retail druggists of Manitoba have reorganized the Manitoba Retail Druggists Association.

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The British Columbia Liquor Act has been amended allowing druggists to vend liquor in less than full bottles on prescription.

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Vancouver druggists and travellers have reorganized their golf league for the season 1931.

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J. J. Allen, Mayor of Ottawa, Ont., is an old druggist and will officially welcome the Ontario Retail Druggists Association Convention when it meets in the Capital City on July 6, 7 and 8.

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Fred J. Whitlow, Toronto, head of the manufacturers' agency that bears his name, was the guest speaker at the Winnipeg Retail Druggists' Luncheon a few days ago.

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Ventry R. Conway, dean of the retail druggists at Sault St. Marie, Ont., celebrated his 75th birthday last month and was tendered a luncheon by the Rotary Club of that city.

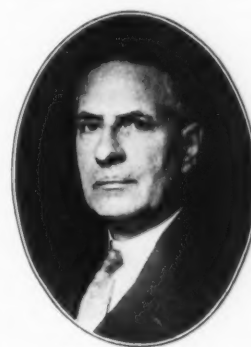
Montreal

THE new Canadian tariff has not affected soaps, perfumes, toilet preparations, but an increase in the sales tax from one to four per cent will affect manufacturers generally. Hitherto the sales tax has been collected by the wholesaler but it is believed that it is the intention of the government that it should now be collected by the manufacturer.

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George S. Boon, of the Leeming Miles Co., Montreal, was elected secretary-treasurer of the Proprietary Association of Canada in place of the late John Donaghy at the 35th. annual meeting of the Association.

Leo G. Ryan was re-elected president and H. Lawrence Davis vice-president. The honorary presidents are



GEORGE S. BOON

Hon. Henry Miles, M. L. C. and W. J. Fraser, Toronto. The board of control was appointed as follows, Dr. F. J. Andrews, chairman, Toronto; C. H. Hude, Bridgeburg, Ont.; H. L. Schade, Windsor, Ont.; C. A. Campbell, Perth; G. Templeton, Toronto; George H. Brooke, Toronto.

Reviewing the events of the past year, Mr. Ryan said that they had successfully opposed three bills, one before the

Ontario Legislature and two before the Quebec House. An amendment had been sought to the Quebec Pharmacy Act, but it was finally withdrawn under pressure and another bill which comes before the Quebec Legislature, the Domicile Bill, was passed, but the introduction of an amendment meant that the measure would be left practically untouched.

Hon. Henry Miles paid a warm tribute to the late John Donaghy. He described him as a capable, conscientious and upright man and went on to say, "He came into my employment as a little boy when he was eleven years of age and his ability brought him up the ladder from one position to another. First, in the business of Lyman Sons & Co., of which I was managing partner and subsequently for 30 years in the business of the Leeming Miles Co. Ltd. He had been manager of that business for a long period of years and was connected as well with other companies in which I was interested or of which I was president."

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Miss D. G. Gabriel, one of three registered female druggists in St. John, N. B., has opened a drug store on her own account.

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The annual convention of the Nova Scotia Pharmaceutical Society will be held in Bridgewater during the last week in June.

Toronto

W. S. Linton, superintendent of Tamblyn stores in Western Ontario, was successfully operated upon in Hamilton hospital. He is a brother of W. L. Linton, chief chemist of Northrop & Lyman Co., Toronto.

* * * *

Members of the Ohio State Pharmaceutical Association will be in Toronto on June 16, during the course of a "Cruise Convention." Toronto druggists and travellers are preparing to give them a good time. A motor tour of the city will be a feature, followed by a banquet and dance at the Royal York Hotel.

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John A. Huston, representing a number of chemical houses, has removed his Toronto offices and plant to 36 Caledonia road.

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Alex. Milne, manager for many years at Montreal for W. T. Benson & Co., starch and syrup manufacturers, died at his home there aged 87 years.

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J. M. Watson, Vancouver druggist, was re-elected president of the B. C. Retail Merchants Association at its recent annual meeting. Mr. Watson has headed this organization since 1926.

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J. Lepper, buyer for Lever Bros. at Toronto, who fell from his horse some little time ago is back on the job at the Lever plant.

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J. B. Jones of Colgate-Palmolive-Peet Co., Toronto, is leaving that firm and his place will be taken temporarily by Mr. Livesay from the Chicago office.

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The Fitch Co. of Des Moines, Iowa, has opened a Canadian branch office in Toronto, and for the time being is associated with Thayer Perfumes.

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Geo. L. Ringel, manager of Fritzsche Brothers of Canada, Ltd., is making a trip through Western Canada during the latter part of June on business.

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Employees of United Drug Co., Ltd., held their annual picnic across Lake Ontario on Wednesday, June 10.

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The Canadian Industrial Alcohol Co., whose plant at Belleville, Ont., has been running with curtailed production and staff of late, intends opening up full blast later on.

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Word has just come from Toronto that Geo. Ramsay, one of the oldest graduates of the Ontario College of Pharmacy, died in Brooklyn, N. Y., in his 81st year. In New York City Mr. Ramsey was the organizer of the first chain of drug stores in the Metropolis.

* * * *

Wm. H. Cox, employee with the Drug Trading Co., Toronto, celebrated his 87th birthday and his 71st anniversary since he started to work. He is Canada's oldest druggist; for 37 years he had his own drug store in Toronto; and now he is yet working every day at Drug Trading.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

"H" and "L," the letter "L" being placed over the letter "H." Perfumes and cosmetics. Hollywood Laboratories, Toronto, Ont.

Picture design of a maiden and the name "Peggie Anne's Beauty Cream." Cold cream. Elizabeth Davidson, Winnipeg, Manitoba.

"Colesco." Composite detergent or washing powder for use with water for washing textiles. The Cowles Detergent Co., a corporation of Cleveland, Ohio.

Representation of a hand dipping a comb into a bottle, and the words "Dip Comb in Bottle." Waving fluid and similar toilet preparations. The Fei Corp., Pittsburgh, Pa.

"Petalis." Liquid skin cleanser and face powder. George C. V. Fesler, Inc., St. Louis, Mo.

"Stork." Toilet articles and toilet water. United Drug Co., Ltd., Toronto, Ont.

"Frances Fox" in distinctive form. Toilet preparations. Frances Fox, Paramus Road and Linwood Ave., Ridgewood, N. J.

Representation of a book standing upright and half open and the words "Armand Duval." Toilet preparations. Viviny Perfumers, Inc., New Haven, Conn.

"Theme Song" and the picture of a note. Toilet preparations. Henry Tetlow Co., a corporation of Philadelphia, Pa.

PATENTS

311,017.—Container and distributor for pulverulent substances. Jean-Baptiste Salarnier, Crepieux-la-Pape, Rhone, France.

311,262. Bottle Cap. The Bernardin Bottle Cap Co., assignee of August C. Spahn, both of Evansville, Ind.

311,455.—Method of producing dry soap powder. Hans Schnyder, Madretsch near Biel, Switzerland.

311,688.—Shaving soap and cosmetic container. The Dubarry Perfumery Co., Ltd., assignee of Harry William Kilby Pears, both of Hove, Sussex, England.

The Pharmaceutical Association of the Province of Quebec semi-annual, final and primary examinations have just been concluded and the following have passed as licentiates of pharmacy in order of merit.

Licentiates of pharmacy: Donat Laporte, Arthur Regenstrief, Jean Sagala, Sydney Duckett, Henri Toupin, Issie Gesser, Gaston Guertin, Francois Brault, Jean Normand, Philippe O'Brien, Adolphe Beaudoin, Albert Lachaine and Louis Stein.

Assistant pharmacists: Paul Brochu, Laurent Gingras, Jean Lapointe, Henri Galarneau, Louis Saffran and Guy Pelland.

The examiners were, Omer St. Amour, Ste. Agathe des Monts, Que., John E. Tremble, L. S. Desautels, M. Letourneau, J. M. Loranger, Montreal; A. R. Farley, Hull, with Alfred F. Larose, president of the association, and H. J. Pilon, secretary.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue
New York City

Note—Dates given in Trade Mark Registrations are those from which use of the mark is claimed.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication, in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

271,445.—Lucretia Vanderbilt, Inc., Bridgeport, Conn. (Dec. 1, 1927.)—Toilet preparations.

281,038.—R. B. Mizrahi, doing business as Laboratorium Mizrahi, Mexico City, Mexico. (Dec. 1, 1925.)—Toilet preparations.

296,480.—Charlotte Chemical Laboratories, Inc., Charlotte, N. C. (Sept. 29, 1926.)—General cleaning powder.

297,798.—James B. Davidson, doing business as Exodol Mfg. Co., Newark, N. J. (1922.)—Mouth wash.

299,849.—Arthur Calder Lyons, Brantford, Ont., Canada. (Feb. 3, 1930.)—Complexion soap and shaving soap.

300,197.—Hattie Van Esther Hill, doing business as Van Esther Beauty Shoppe, Cleveland, Ohio. (1920.)—Toilet preparations.

300,214.—Mayflower Beverage Co., Inc., Jamaica Plain, Mass. (Apr. 24, 1930.)—Extracts.

300,323.—Guy E. Brignall, doing business as Lite Soap Co., Aurora, Ill. (Jan. 1, 1920.)—Mineral soap containing trisodium phosphate as an ingredient.

300,324.—Guy E. Brignall, doing business as Crysto Soap Co., Aurora, Ill. (Jan. 1, 1917.)—Mineral soap containing Tri-sodium Phosphate as an ingredient.

301,441.—H. W. Mfg. Co., Inc., Bessemer, Ala. (Aug. 1, 1929.)—Toilet articles.

302,647.—Hermann Schellenberg, Berlin, Germany. (Oct. 14, 1929.)—Compound for washing and nourishing the hair and supplying the scalp with substances which assist and increase the growth of the hair, liquid for washing the hair and for restoring the natural dye of the hair, hair-restorer, hair dye, and perfumery.

303,281.—Gustave Glatzer, New York, N. Y. (Oct. 1, 1928.)—Toilet preparations.

304,292.—Newport Chemical Works, Inc., Carrollville, Wis. (July 19, 1930.)—Synthetic perfume.

304,977.—Charles W. Stengel, Philadelphia, Pa. (July 21, 1930.)—Face and hair lotion.

305,202.—Weissbard Bros., Newark, N. J. (May 15, 1930.)—Face powder.

305,801.—A/S. Apotekernes Laboratorium For Special praeparater, Skoyen near Oslo, Norway. (Mar., 1927.)—Bath perfumery.

306,265.—Elwood J. Goodier, doing business as Universal Laboratories, Dallas, Tex. (Sept. 16, 1930.)—Toilet preparations.

306,966.—The Sydney Ross Co., Newark, N. J. (Sept. 1, 1916.)—Toilet soap.

307,432.—Flora Holmes Shoemaker, doing business as The Frostilla Co., Elmira, N. Y. (Sept. 9, 1930.)—Nonsaponaceous beard-softening preparations useful as an aid both during and after shaving.

307,499.—Max Krim, doing business as Krim Beverage Co., Lebanon, Pa. (Sept., 1915.)—Extracts.

307,744.—Société Cadolle Frères, Paris, France. (August, 1930.)—Perfumery and toilet preparations.

307,943.—Golden Eagle Soap Co., San Francisco, Calif. (July 15, 1930.)—Soap.

308,223.—Mrs. F. Andrew Scott, Los Angeles, Calif. (Nov. 1, 1929.)—Creams used for treating and keeping the fingernails free from ridges and pits.

309,049.—Natox Hygienic Laboratories, Brooklyn, N. Y. (Aug. 1, 1930.)—Preparations for oral hygiene.

309,086.—Kissana Chem.-Pharm. Laboratorium G.m.b.H., Bad Kissingen, Germany. (Jan., 1920.)—Bath salts, perfumery and cosmetics.

309,468, 309,471.—Dorothy Gray, Bloomfield, N. J., and New York. (Mar. 20, 1924 and Aug. 29, 1929, respectively.)—Filled compacts containing face powder; rouge; face powder and rouge; face powder, rouge and lipstick.

310,003.—Abraham Rosenbluth, Newark, N. J. (Sept. 1, 1929.)—Toilet preparations.

310,059.—Lentheric, Inc., New York, N. Y. (Oct., 1924.)—Toilet preparations.

310,267.—Anna Sperl, doing business as The Anna Sperl Mfg. Co., New York, N. Y. (July 1, 1930.)—Hair rejuvenating ointment.

310,367.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Nov. 24, 1904.)—Dental cream.

310,704.—Bernard S. Artzt, doing business as B. S. Laboratories, Philadelphia, Pa. (Dec. 1, 1929.)—Medicinal treatment for the hair, scalp, and tissues of the face and body.

310,939.—Franklin Simon & Co., Inc., New York, N. Y. (Jan. 15, 1931.)—Perfumes and hygienic products.

311,023.—Hagop Bagdigian, Highland Park, Mich. (Feb. 3, 1931.)—Hair tonic in liquid and ointment form for use in assisting the growth of hair.

311,204.—Rossville Commercial Alcohol Corp., Lawrenceburg, Ind. (Aug., 1922.)—Ethyl alcohol.

311,375.—Dorothy Gray, Bloomfield, N. J., and New York, N. Y. (Mar. 16, 1920.)—Toilet or dressing cases, overnight bags, and fitted hand baggage.

311,429 and 311,437.—Gabilla, Inc., New York, N. Y. (1920 and Oct. 29, 1910, respectively.)—Toilet soap.

311,603.—Fischer's Surfa-Saver, Inc., Cincinnati, Ohio. (Feb. 6, 1931.)—Soap.

311,609.—Henry Henkin, doing business as El-Opthic Laboratories, Los Angeles, Calif. (Feb. 3, 1931.)—Toilet preparations.

311,630.—Mary E. Stewart, doing business as Stewart & Cobb Chemical Co., Covington, Ky. (Feb. 9, 1931.)—Compound for deodorizing the breath.

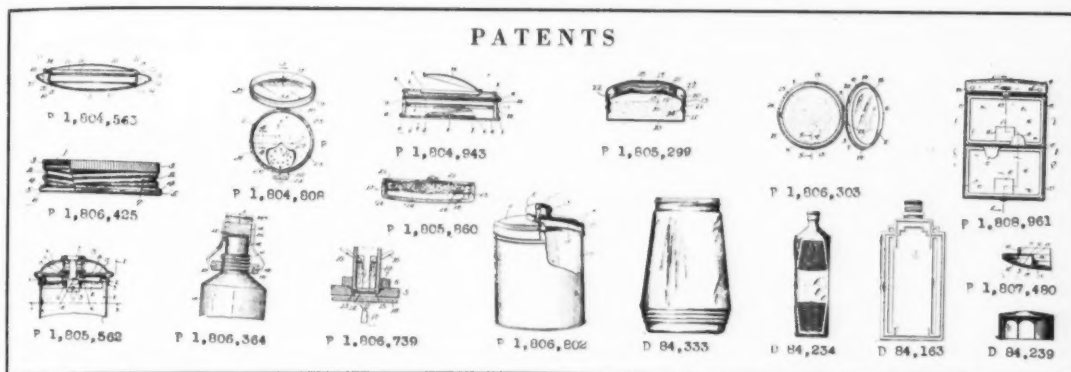
TRADE MARKS

DR. CHIFFIN'S OLIVE-RUB M 283,507 CHARLITE 296,480 Klan Esther 300,197  300,323 SYLVA CROSS 303,281 ROSE BOSPHERE 304,292  304,977 ROSEVILLE "ALCOHOL" 311,204 The Forsite Club 311,643 HANGME  311,932  312,280 PEQUOT 312,483 "Penaten" 312,529 ALCOA 312,829 Antoinette Dore  313,048	 271,445 TOUJOURS ROUGE DE TUSCANY M 283,731  302,647  305,202 LENTHERIC  310,059 SOUL ROSES 311,957 DE GU-SAI 311,850 TEZA 312,369 ZIP 312,433 Car-Ox 312,721  312,643 LADY ELIOWYN 312,643 RED PANTHER 313,342	 281,038 "Exodol" 297,798 Flossy 301,441  307,499  310,003 TELISE  310,939 EXOTIC GARDEN AND FLOR. GOODS  311,023  312,502  313,343 "SNOW" 313,415	Godissaris M 283,500 MIZRABI M 283,034 MAYFLOWER 300,214  300,324  306,966  306,265 310,367  310,267  307,432  310,609 Clicknet Club SEC 312,414 Lady Fair 312,674 DERMITE 312,815 TRIPCO 313,353	TEVERBAUGH M 283,754 "DRY WHITE" M 284,041 "YEASTINE" 299,549 Kissana 309,086 Dorothy Gray 309,468 311,375  309,471 LUCKY STRIKE 312,045  312,316 VITA-GLO 312,323 DUOD'ORSAY 312,366 SUN-SCEN 312,501  312,618 Amberfol 313,283 Klorit 312,126 SUPEROL 313,542 LOLYADE 312,749 SAFECREM 313,445	LE PARFUM CONNU DE MOLYNEUX M 283,752 BIEN-ETRE 307,744 CAMPANENTO 307,943  ARTZT MILK-OIL 310,704 IMMACULENT 311,603  312,547 helene tanner  312,619 Sunio 312,914  313,049 Trulé 313,193 TINT-O 313,050 ESTHER WINNER 313,204 Bois de Boulogne 313,302	CLASHBUSH M 283,444  M 283,501 "SUN-SHIELD" M 283,283 NaTox 309,049 MARVEL-GLO 311,630 Kollopia 305,801  308,233 Cocktail de Poudre 312,630 LA VIERGE FOLLE 311,437 MODA 311,429 ALCOA  312,830 Powder Cocktail 312,631 INVICTUS 312,793 THEME SONG  312,970 Quik-Ade 313,616
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311,643.—Charles W. Baurmeister Co., Terre Haute, Ind. (1929).—Flavoring extracts.
311,850.—Max Satnick, doing business as Emkins, Brooklyn, N. Y. (1921).—Toilet preparations.
311,932.—Frank M. Rinehardt, Badin, N. C. (Feb. 2, 1931).—Toilet and Laundry Soaps.
311,957.—Elite Perfume Shop, doing business as Niktarf Cie., Brooklyn, N. Y. (Apr., 1924).—Toilet preparations.
312,065.—Ernest G. Rurup, doing business as Scientific Laboratories of America, San Francisco, Calif. (Sept. 2, 1914).—Dental creams.
312,126.—Eton Products, Inc., Newark, N. J. (Feb. 18, 1931).—Pharmaceutical mouth wash.
312,280.—The Armand Co., Des Moines, Ia. (Feb. 10, 1931).—Toilet powder.

312,316.—Société Anonyme Jean Patou, Paris, France. (Nov. 21, 1930).—Toilet preparations.
312,323.—The Peteb Corp., Lowell, Mass. (Mar. 10, 1931).—Cleansing cream, face cream, cold cream.
312,366.—D'Orsay Perfumeries Corp., New York, N. Y. (Nov. 6, 1930).—Soaps.
312,369.—Edward J. Fay, New York, N. Y. (June, 1930).—Perfumes, face, talcum, bath powders, etc.
312,414.—Clicknet Club Co., Millis, Mass. (May 15, 1925).—Extracts.
312,433.—Jean Jordeau, Inc., South Orange, N. J. (Jan. 15, 1912).—Depilatories.
312,483.—David P. Lavietes, doing business as Pequot Soap Works, Inc., Brooklyn, N. Y. (Dec. 15, 1930).—Laundry soap for washing machines and general household use.

PATENTS



312,501.—Jenny Seltzer Thomas, Philadelphia, Pa. (Mar. 7, 1931.)—Toilet preparations.

312,502.—Charles C. Van Cleve, doing business as Van Charm Toilettries, Kansas City, Mo. (Mar. 1, 1931.)—Toilet preparations.

312,529.—Penaten, Pharmazeutische Fabrik Dr. Max Riese & Co., Rhondorf-on-the-Rhine, Germany. (Nov. 10, 1917.)—Skin cream.

312,547.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Sept., 1927.)—Shaving cream.

312,618.—Frederick H. Muller, doing business as F. H. Muller & Co., Chicago, Ill. (Feb. 1, 1893.)—Cream-like ointment.

312,630, 312,631.—Société Anonyme Jean Patou, Paris, France. (Jan. 30, 1931.)—Face powder, talcum powder, and sachet powder.

312,643.—William Goldwyn, St. Louis, Mo. (Mar. 23, 1931.)—Cosmetics.

312,674.—United Drug Co., doing business as Langlois, New York; Boston, Mass. (January, 1919.)—Toilet soap.

312,721.—The Sano Products Co., Inc., Binghamton, N. Y. (May, 1931.)—Scientific medicinal preparation formulated to stimulate and revitalize the scalp and promote the growth of hair.

312,793.—Casteen Co., Inc., Union City, N. J. (Apr. 15, 1919.)—Foot cream.

312,815.—Research Products Corp., New York, N. Y. (Mar. 30, 1931.)—Preparation for treating the skin.

312,819.—Helen Tanner, Haddonfield, N. J. (Jan. 1, 1930.)—Cold cream and skin tonic.

312,829, 312,830.—Aluminum Co. of America, Pittsburgh, Pa. (May 12, 1930.)—Collapsible Tubes.

312,870.—Henry Tetlow Co., Philadelphia, Pa. (June 1, 1930.)—Toilet preparations.

312,914.—Hollywood Products Co., Ltd., Glendale, Hollywood, and Los Angeles, Calif. (Dec. 1, 1930.)—Extracts.

313,048, 313,049, 313,050.—Modern Tissues Corp., New York, N. Y. (May, 1929; Jan. 1 1931; May, 1929.)—Facial tissues.

313,193.—Klee & Coleman, Indianapolis, Ind. (Mar. 1, 1931.)—Extracts.

313,204.—L. T. Piver, Inc., Wilmington, Del., and New York, N. Y. (Mar. 30, 1931.)—Toilet preparations.

313,283.—The A. G. Clarke Drug Co., Denver, Colo. (June 1, 1915.)—Skin lotion.

313,302.—Maximilian P. Matthias, Forest Hills, N. Y. (Mar. 17, 1931.)—Toilet preparations.

313,342, 313,343.—Frederick E. Ischerland, Flint, Mich. (Feb. 2, 1931; Sept. 23, 1930.)—Hair tonic.

313,353.—Tripoli Barber Supply Co., Inc., Philadelphia, Pa. (Jan., 1930.)—Hair tonics and toilet waters.

313,415.—Einar George Bagger, New York, N. Y. (Jan. 1, 1931.)—Depilatories in liquid, powder, and paste forms.

313,445.—Neptune Trading Corp., New York, N. Y. (Mar. 31, 1931.)—Bath salts.

313,542.—Thomas Hedley & Co., Ltd., Newcastle-on-Tyne, England. (Nov., 1927.)—Toilet soap.

313,616.—Frank Urban, doing business as Close & Co., Chicago, Ill. (Feb. 3, 1931.)—Extracts.

313,769.—Alex A. Cohen, doing business as Alco Advertising & Supply Co., Providence, R. I. (May 10, 1930.)—Extracts.

Trade Mark Registrations Granted

(Act of March 19, 1920)

These registrations are not subject to opposition:

M283,283.—Clarkson, Inc., Suffern, N. Y. (Serial No. 303,274. Apr. 1, 1930.)—Cream or liquid lotion to be applied to the body to prevent sunburn on exposure.

M283,484.—Clarkson, Inc., Suffern, N. Y. (Serial No. 303,275. Aug. 1, 1929.)—Toilet preparations.

M283,500.—Godissart's Parfum Classique Francais, Inc., Hollywood, Calif. (Serial No. 308,198. Aug., 1925.)—Toilet preparations.

M283,501.—William T. Rose, doing business as Rose's Pine Moss Laboratories, Waterloo, Ia. (Serial No. 308,267. July 1, 1929.)—Scalp packs, scalp creams, hair tonics, and shampoo preparations.

M283,507.—Joseph Runci & Sons Co., Boston, Mass. (Serial No. 297,332. June 1, 1929.)—Scalp tonic.

M283,731.—Gustave Glatzer, New York, N. Y. (Serial No. 303,282. Jan. 1, 1929.)—Toilet preparations.

M283,752.—Les Parfums de Molyneux, Inc., New York, N. Y. (Serial No. 290,578, 1927.)—Toilet preparations.

M283,754.—Lena Teverbaugh Ayers, doing business as Teverbaugh Mfg. Co., Chicago, Ill. (Serial No. 273,571. Sept., 1926.)—Hair-pressing oil.

M284,034.—R. B. Mizrahi, Mexico City, Mexico. (Serial No. 281,037. Dec. 1, 1925.)—Toilet preparations.

M284,041.—Mound City Bottling Co., St. Louis, Mo. (Serial No. 312,765. Feb. 2, 1930.)—Extracts.

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c. each from Commissioner of Patents, Washington, D. C.

1,804,563. Vanity Case. Max Kline, Bronx, and Max Kaplan, New York, N. Y., assignors to Superior Products Corporation, Elizabeth, N. J., a Corporation of New Jersey. Filed Jan. 15, 1930. Serial No. 420,834. 5 Claims. (Cl. 132—83.)

1,804,808. Vanity Case. Harry V. Pretot, Elgin, Ill., assignor to Illinois Watch Case Company, Elgin, Ill., a Corporation of Illinois. Filed May 3, 1929. Serial No. 360,138. 2 Claims. (Cl. 132—83.)

1,804,932. Manufacture of Soap Powder. Robert L. Holliday, New York, N. Y., assignor, by mesne assignments, to Colgate-Palmolive-Peet Company, Chicago, Ill., a Corporation of Delaware, and The Procter & Gamble Company, Cincinnati, Ohio, a Corporation of Ohio. Filed Apr. 19, 1926. Serial No. 102,861. 2 Claims. (Cl. 87—16.)

1,804,943. Dispenser for Pulverulent Substances and the Like. Cécile Marie Louise Maillard, Nogent-Le-Roy, France. Filed Sept. 7, 1928. Serial No. 304,406, and in France, Sept. 16, 1927. 9 Claims. (Cl. 132—82.)

1,805,299. Toilet Package. Robert H. Van Sant, Chicago, Ill. Filed Apr. 2, 1928. Serial No. 266,572. 2 Claims. (Cl. 132—82.)

1,805,562. Closure for a Filler Opening for Receptacles. Frederick F. Begue and James A. McIntosh, Detroit, Mich., assignors to Standard Tube and Manufacturing Company, Detroit, Mich., a Corporation of Michigan. Filed Nov. 21, 1928. Serial No. 320,820. 10 Claims. (Cl. 220—40.)

1,805,860. Cosmetic Powder Container. James Leslie Younghusband, Chicago, Ill. Filed Sept. 4, 1928. Serial No. 303,642. 6 Claims. (Cl. 132—83.)

1,806,303. Vanity Case. John L. McAtree, Brooklyn, N. Y., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Mar. 17, 1928. Serial No. 262,533. 7 Claims. (Cl. 132—83.)

1,806,364. Closure Cap for Collapsible and Other Containers. Thomas S. Newman, Okmulgee, Okla. Filed Sept. 25, 1929. Serial No. 395,037. 1 Claim. (Cl. 221—60.)

1,806,425. Metal Jar Closure. Thomas L. Taliaferro, Chicago, Ill., assignor to Phoenix-Hermetic Company, Chicago, Ill., a Corporation of Illinois. Filed Jan. 8, 1927. Serial No. 159,895. 1 Claim. (Cl. 215—43.)

1,806,739. Bottle Closure and Its Manufacture. Herman F. Busch, Millvale, Pa., assignor to Armstrong Cork Company, Pittsburgh, Pa., a Corporation of Pennsylvania. Filed Aug. 18, 1926. Serial No. 129,944. 9 Claims. (Cl. 113—80.)

1,806,802. Gasket for Talcum Powder Cans. Edmund Hoffman, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed May 11, 1928. Serial No. 276,938. 2 Claims. (Cl. 220—42.)

1,808,961. Compact and Puff Holder for Vanity Boxes. Anker S. Lyhne, Bridgeport, Conn.; The Bridgeport City Trust Co., Bridgeport, Conn., executor of said Anker S. Lyhne, deceased, assignor to The Bridgeport Metal Goods Manufacturing Company, Bridgeport, Conn., a Corporation of Connecticut. Filed May 3, 1929. Serial No. 360,191. 6 Claims. (Cl. 132—83.)

1,809,082. Product for Treating the Skin. Joseph Urkov and Benjamin R. Harris, Chicago, Ill.; said Urkov assignor to Epstein & Harris, Chicago, Ill., a Copartnership consisting of Albert K. Epstein and Benjamin R. Harris. Filed May 4, 1927. Serial No. 188,863. 8 Claims. (Cl. 167—85.)

Designs Patented

84,163. Bottle. Benjamin T. Roberts, Chicago, Ill., assignor to Illinois Cosmetics Co., Chicago, Ill., a Corporation of Illinois. Filed Aug. 30, 1930. Serial No. 36,829. Term of patent $3\frac{1}{2}$ years.

84,234. Bottle or Similar Article. William A. Dolan, New York, N. Y., assignor to The Wilbert Products Co., Inc., New York, N. Y., a Corporation of New York. Filed Feb. 4, 1931. Serial No. 38,543. Term of patent 7 years.

84,239. Bottle Cap. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio. Filed Apr. 1, 1931. Serial No. 39,318. Term of patent 14 years.

84,333. Jar. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio. Filed Apr. 9, 1931. Serial No. 39,412. Term of patent 14 years.

London Succumbs to Scent-Shaking

UNDER the aegis of Colonel and Mrs. Fred Cripps, Mayfair has discovered a new game—perfume shaking. A party for this purpose was recently given at the hairdressing establishment in Bond street, of which Colonel Cripps (brother of Sir Stafford Cripps, Solicitor-General) recently became managing director. On three floors of this exclusive shop well-known society women were shaking cocktails for the visitors, and upstairs, in little cubicles, assisted by expert women members of the staff, men and women were actively engaged in the art of preparing perfumes.

Needless to say, none of them had the slightest idea of how to set about the task. However, they came away with the impression that scent-blending, as conducted by the more famous perfumers, is a very much more complicated business than it is represented to be, and also with a heightened appreciation of the perfumer's skill.

The competition was conducted as follows: Each entrant in the contest for making what was adjudged to be the most alluring perfume, was provided with a choice of three bottles of scent referred to as "the foundation." This chosen, there might then be added to the contents of the measure any chosen number of drops from any of about nine different essences. The competitors were advised that the difference in the final product as between the addition of one or three drops of an essence might spell glorious success and ignominious failure. Nevertheless, the bulk of the amateur entrants, after prolonged sniffings at a dozen bottles, much of whose contents remained on their hands and handkerchiefs, were quite incapable of distinguishing one from another, their olfactory sense going altogether.

In the opinion of the judge of the competition, the most attractive scent was prepared by the Marchioness of Blandford, who had been actively engaged in shaking scent "cocktails" during the greater part of the evening. Next came Mrs. Sidney Emanuel, of Rockingham Castle. Lady Louis Mountbatten came third, and among the other prize winners were Lady Roxburgh, Lady de Trafford, Lady Mary St. Clair Erskine, Lady Morvyth Benson, and Mrs. Peter Thursby.

United States Increasing Share of Haitian Toilet Preparation Trade

Imports of perfumery, cosmetics, and other toilet preparations into Haiti were valued at \$133,721 in the fiscal year ended September 30, 1930, as contrasted with \$112,658 during 1929 and \$133,085 during 1928. French influence is still felt very strongly in the Island and French manufacturers supply the bulk of the toiletries used in this market. However, sales of French brands during the fiscal year 1930 comprised only 66 per cent of total sales as compared with 72 per cent in 1928, while United States' share of the trade increased from about 24 per cent in 1928 to 28 per cent in 1930. American sales consisted largely of toilet soaps and dentifrices with French brands predominating in the perfumery and toilet powder trade. Further sales expansion may be anticipated through active sales and advertising efforts in this market.

Market Report

Essential Oils

WHILE prices throughout the general list of essential oils are at the lowest point in the history of the business, despite the fact that a few items are still at high levels, the consuming trades with the exception of a few farsighted buyers are not active in the market. Business, after a good March, has slumped down materially and during the last month, it has been decidedly limited in character and generally unprofitable to the sellers. Buyers appear to be almost entirely uninterested in the offerings of the sellers and even bids against quoted prices are difficult to get. Apparently, the fact that prices are very low is having no effect upon the morale of the consumers unless it is to make them even more wary of purchasing than usual. Urging accompanied by definite proof of values has done little good during the month under review.

Prices in general have continued to sag. The stimulus of buying has been lacking. Stocks have been more than ample and pressure to sell and realize on the part of foreign shippers and domestic sellers has been rather heavy. Cuts in prices have availed little but sellers have made them none the less and are continuing to shade whenever an order puts in an appearance. In 1913, this journal quoted prices on a list of fifty essential oils. Taking the average prices during that year as a base of 100, the average price of the same oils today is but 74.3, or more than 25 per cent below the average in 1913 at which time prices were generally considered quite low.

It is impossible to predict the course of a market of this sort. However, most oils appear to have reached levels where further declines will be fractional while the possibilities of advances as soon as business improves are very great.

The floral oils and other floral products remain weak. Sellers abroad are anxious to dispose of held stock to make room for new crop supplies if for no other reason. The result has been pressure against prices here and continual concessions on the part of importers or American agents of foreign producers. At the same time, consumers have shown little disposition to take on stocks in a market which seemed to be pointed toward lower levels. Rose prices according to reports are likely to be lower regardless of the crop in Bulgaria. The situation of the distillers is such that the liquidation of some large held stocks in France and Bulgaria is considered probable. Other items are also showing a tendency to recede in price under the severe pressure of heavy inventories.

Domestic oils continue weak and unsettled. Buying of none of them has been up to expectations and prices on all of them with the exception of wormwood are

(Continued on Page 246)

Synthetics and Derivatives

BUSINESS has not been good in this group. In common with essential oils, the summer slackness of the market seems to have hit the trade about three weeks early. Buying was of fair proportions early in the Spring but there has been a let down in the interest of the consumers during the last few weeks and at the time of writing of this review, business is at a low ebb. There has been some purchasing of bulk items on the part of large consumers who see the present as an excellent time to anticipate their requirements over a long period. But the small and moderate buyers have been conspicuously aloof from the market, taking only such lots as they required for immediate use.

Turning from these bulk items to the general list and particularly to those materials which do not at any time move in large quantities, we find business very dull. The perfumers are not taking on supplies, many of them already being well stocked and the market having more than adequate supplies of finished products available for current demand. New lines and scattered new products are accounting for some small purchases but these are by no means sufficient to make for an active market.

Insofar as prices are concerned, there has been little change since our review of last month. The majority of items on the list remain about as before although there are frequent reports of shading on desirable business. Most of this shading has been noted on the bulk items which are taken in large volume by makers of soaps, fly sprays and other staples of large consumption. Actual reductions, however, have been limited to a few items in which declines in raw materials have justified the change.

Citral can be had at slightly lower levels. Eugenol has declined to some extent owing to the lower prices of the raw material. Vanillin, however, has not yet felt the effect of this reduction but remains at former levels. There has been a decline in spot menthol owing to keen competition between sellers here. Japan is generally holding firm although one house there is reported as taking on forward contracts at extremely low levels. Thymol is a shade easier. Geraniol can be shaded on substantial business.

The higher alcohols and aldehydes remain at former levels. There is apparently little interest in them beyond sample or experimental lots. Artificial musks show little change, prices remaining steady in makers' hands. Phenyl ethyl alcohol is in fair demand at unchanged price levels. Only moderate interest is displayed in any of the other products and most of them are distinctly quiet and easy.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$2.35@	\$2.65
S. P. A.	2.75@	3.00
Sweet True48@	.55
Apricot Kernel30@	.35
Amber, crude24@	.30
rectified50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera .	2.20@	2.80
Angelica Root	32.00@	37.50
seed	28.00@	33.00
Anise, tech.42@	Nom.
lead free, U. S. P. .	.47@	.52
Araucaria	1.75@	1.85
Aspic (spike) Spanish	.70@	.85
French80@	1.00
Balsam Peru	6.00@	
Balsam, Tolu, per oz.	4.25@	
Basil	50.00@	
Bay, Porto Rico	2.00@	2.20
West Indies	2.00@	2.20
Bergamot	1.90@	2.10
Birch, sweet N. C. .	1.90@	2.15
Penn and Conn.	3.00@	4.00
Birchtar, crude15@	
Birchtar, rectified .	.50@	.55
Bois de Rose80@	1.30
Cade, U. S. P.30@	.35
Cajeput65@	1.10
Calamus	3.00@	
Camphor "white"19@	.23
sassafrassy22@	.25
Cananga, Java native	2.00@	2.15
rectified	2.40@	2.80
Caraway Seed, recti-	1.70@	
fied		
Cardamom, Ceylon .	20.00@	30.00
Cascarilla	65.00@	
Cassia, 80@85 per cent	.85@	
rectified, U. S. P. .	1.00@	1.15
Cedar leaf	1.00@	1.25
Cedar Wood44@	.50
Cedrat	4.15@	
Celery	7.50@	9.00
Chamomile .. (oz.) .	3.50@	5.00
Cherry laurel	12.00@	
Cinnamon, Ceylon .	11.50@	15.00
Cinnamon, Leaf	2.25@	
Citronella, Ceylon .	.43@	.46
Java56@	.60
Cloves Zanzibar	1.50@	1.65
Cognac	22.00@	28.00
Copaiba63@	.70
Coriander	5.00@	5.50
Croton	4.75@	5.00
Cubebs	2.85@	3.10
Cumin	7.25@	7.75
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.30@	3.60
Elemi	1.45@	
Erigeron	1.20@	1.30
Estragon	38.00@	
Eucalyptus Aus.		
(U. S. P.)37@	.43
Fennel, Sweet	1.15@	1.30
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose, ..		
Algerian	4.15@	4.40
Bourbon	4.00@	4.25

Geranium, Con.

Spanish	16.00@	
Turkish (Palma		
Rosa)	2.30@	2.60
Ginger	4.60@	5.00
Gingergrass	3.00@	3.15
Grape Fruit	3.40@	3.70
Guaiac (Wood)	2.85@	
Hemlock	1.00@	
Hops .. (oz.)	10.00@	14.00
Horsemint	4.25@	
Hyssop	24.00@	
Juniper Berries, recti-		
fied	2.00@	2.40
Juniper Wood60@	.62
Laurel	15.00@	
Lavender, English ..	32.00@	
French	2.15@	3.50
Garden50@	.55
Lemon Italian82@	1.05
Calif.70@	.80
Lemongrass60@	.70
Limes, distilled	11.00@	12.00
expressed	11.25@	12.00
Linaloe	1.90@	2.20
Lovage	27.50@	
Mace, distilled	1.20@	1.40
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane15@	
Mustard, genuine ...	10.00@	12.00
artificial	1.70@	2.00
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, pure	150.00@	215.00
Petale, extra	180.00@	275.00
Niaouli	3.45@	
Nutmeg	1.20@	1.40
Olibanum	6.50@	
Orange, bitter	2.70@	3.10
sweet, W. Indian .	2.00@	2.25
Italian	2.10@	2.35
Spanish	2.65@	2.75
Calif. exp.	1.90@	2.35
dist.	1.00@	
Origanum, Spanish ..	1.45@	
Orris Root, concrete		
domestic .. (oz.) .	6.25@	8.00
foreign .. (oz.) .	6.50@	8.00
Orris Root, absolute		
(oz.)	70.00@	90.00
Orris Liquid	18.00@	25.00
Parsley	8.00@	9.25
Patchouli	5.00@	6.00
Pennyroyal, American	1.85@	2.15
French	1.15@	
Pepper, black	9.00@	
Peppermint, natural .	1.70@	1.95
redistilled	1.90@	2.15
Petitgrain, So. Amer.	1.30@	1.65
French	2.40@	2.65
Pimento	1.90@	2.40
Pine cones	3.00@	
Pine needle, Siberia ..	.71@	.80
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, imitation .	2.00@	4.50
Rose, Bulgaria. (oz.)	6.50@	22.00
Rosemary, French52@	.60
Spanish38@	.43
Rue	3.15@	
Sage	3.00@	

Sage, Clary	50.00@	
Sandalwood, East In-		
dia	8.25@	8.50
Australia	5.90@	6.60
Sassafras, natural ..	1.40@	2.00
artificial29@	.34
Savin, French	2.20@	2.55
Snake Root	9.25@	11.00
Spearmint	2.15@	2.40
Spruce	1.00@	
Styrax	12.00@	
Tansy	3.00@	3.30
Thuja	1.75@	
Thyme, red75@	1.00
White	1.05@	1.55
Valerian	8.00@	10.00
Verbena	3.75@	7.00
Vetivert, Bourbon ...	4.75@	6.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.80@	2.00
Wintergreen, Southern	4.00@	
Penn. and Conn. .	7.75@	8.50
Wormseed	3.15@	3.60
Wormwood	8.00@	8.25
Ylang-Ylang, Manila.	30.00@	32.00
Bourbon	5.45@	9.00

TERPENELESS OILS

Bay	5.25@	5.75
Bergamot	8.00@	10.00
Clove	4.95@	5.15
Coriander	20.00@	
Geranium	9.00@	13.50
Lavender	8.25@	9.25
Lemon	8.00@	16.00
Lime, Ex	65.00@	
Orange, Sweet	85.00@	100.00
bitter	90.00@	115.00
Petitgrain	5.25@	6.50
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P. .		
VIII	3.10@	3.60
Alcoholic	3.50@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	4.60
Malefern	1.45@	1.60
Oak Moss	15.00@	15.50
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

DERIVATIVES AND CHEMICALS

Acetaldehyde 50% ..	2.00@	
Acetophenone	3.15@	3.50
Acetyl Iso-eugenol ..	9.00@	
Alcohol C 8	20.00@	40.00
C 9	40.00@	70.00
C 10	30.00@	50.00
C 11	35.00@	60.00
C 12	25.00@	50.00

Aldehyde C 8	50.00@	Hydratropic Aldehyde	25.00@	27.50	Vanilla Beans		
C 9	80.00@140.00	Hydroxycitronellal ..	5.50@	10.00	Mexican, whole ...	4.00@	5.50
C 10	50.00@ 82.00	Indol, C. P. (oz.)	2.65@	5.00	Mexican, cut	2.50@	3.00
C 11	72.00@ 77.00	Iso-borneol	2.30@		Bourbon, whole ...	1.20@	2.00
C 12	75.00@105.00	Iso-butyl Acetate ...	2.65@		South American ..	2.50@	3.00
C 14 (so-called) ..	15.00@ 35.00	Iso-butyl Benzoate ..	2.75@	3.25			
C 16 (so-called) ..	20.00@ 40.00	Iso-butyl Salicylate ..	3.00@	6.00			
Amyl Acetate85@ 1.00	Iso-eugenol, dom. ...	4.00@	5.00			
Amyl Butyrate	1.40@ 1.75	foreign	4.00@	5.00			
Amyl Cinnamate	2.50@	Iso-safrol	1.75@				
Amyl Cinnamic Alde-		Linalool	2.15@	3.00			
hyde	4.25@ 6.00	Linalyl Acetate 90% ..	2.50@	2.75			
Amyl Formate	1.75@ 2.00	Linalyl Benzoate	10.50@				
Amyl Phenyl Acetate ..	5.00@ 5.75	Linalyl Formate	10.00@	12.00			
Amyl Salicylate, dom.	1.15@ 1.45	Menthol, Japan	3.65@	4.15			
foreign	1.65@	Synthetic	3.00@	4.00			
Amyl Valerate	2.50@ 3.00	Methyl Acetophenone ..	3.00@	3.50			
Anethol	1.50@ 2.00	Methyl Anthranilate ..	2.50@	3.00			
Anisic Aldehyde, dom.	3.35@	foreign	2.90@				
foreign	3.35@	Methyl Benzoate	1.85@	2.25			
Benzaldehyde, U. S. P.	1.45@	Methyl Cinnamate ...	3.00@				
F. F. C.	1.55@ 1.90	Methyl Eugenol	3.80@	7.50			
Benzophenone	2.40@ 4.50	Methyl Heptenone ...	3.75@	6.00			
Benzylidenacetone ..	2.50@ 4.00	Methyl Heptene Carb.	20.00@	36.00			
Benzyl Acetate, dom..	.70@ .85	Methyl Iso-eugenol ...	8.50@	12.50			
foreign70@ 1.00	Methyl Octine Carb. ...	24.00@	32.00			
Benzyl Alcohol	1.05@ 2.00	Methyl Paracresol ...	6.75@	7.50			
Benzyl Benzoate	1.05@ 2.00	Methyl Phenylacetate ..	4.65@	6.00			
Benzyl Butyrate	5.50@ 6.25	Methyl Salicylate42@ .50				
Benzyl Cinnamate	7.00@ 9.00	Musk Ambrette	7.00@	8.00			
Benzyl Formate	3.35@ 3.60	Ketone	7.50@	9.50			
Benzyl Iso-eugenol ...	18.00@ 27.00	Xylene	2.80@	3.15			
Benzyl Propionate ..	2.00@ 5.50	Nerolin (ethyl ester) ..	1.50@	1.75			
Borneol	1.60@ 2.25	Nonyl Acetate	48.00@				
Bornyl Acetate	1.75@ 8.00	Octyl Acetate	32.00@				
Bromstyrol	4.00@ 5.00	Paracresol Acetate ..	5.25@	6.00			
Butyl Acetate60@	Paracresol Methyl ..					
Butyl Propionate ...	2.00@	Ether	7.00@	8.00			
Butyraldehyde	12.00@	Paracresol Phenyl ..					
Carvene	1.15@	Acetate	14.00@	20.00			
Carvol	3.75@ 4.25	Phenylacetaldehyde ..					
Cinnamic Acid	4.00@	50%	5.00@	7.00			
Cinnamic Alcohol	2.85@ 3.50	imported	5.00@	7.00			
Cinnamic Aldehyde ..	2.75@ 4.25	100%	8.50@	10.50			
Cinnamyl Acetate ...	10.00@ 12.00	Phenylacetic Acid ...	3.00@	4.00			
Cinnamyl Butyrate ...	12.00@ 14.00	Phenylethyl Acetate ..	9.00@	13.00			
Cinnamyl Formate ...	13.00@	Phenylethyl Alcohol ..	4.50@	5.00			
Citral C. P.	2.60@ 3.00	Phenylethyl Butyrate ..	16.00@	20.00			
Citronellol, dom.	3.00@ 3.50	Phenylethyl Formate ..	18.00@				
Citronellal	2.85@ 3.25	Phenylethyl Propio-					
foreign	3.75@ 5.00	nate	18.00@				
Citronellyl Acetate ..	4.50@ 8.00	Phenylethyl Valerate ..	20.00@				
Coumarin	4.00@	Phenylpropyl Acetate ..	12.00@	14.00			
Cuminic Aldehyde ..	62.00@	Phenylpropyl Alcohol ..	9.00@	14.00			
Dibutylphthalate30@ .36	Phenylpropyl Aldehyde	12.00@				
Diethylphthalate32@ .37	Rhodinol, dom.	8.00@	20.00			
Dimethyl Anthranilate	6.25@ 7.00	foreign	9.50@	22.50			
Dimethyl Hydroqui-		Safrol32@ .36				
none	4.00@ 6.00	Santalyl Acetate	22.50@				
Dimethylphthalate ..	.50@ .60	Skatol, C. P. ... (oz.)	9.00@	10.00			
Diphenylmethane ...	1.75@ 2.45	Styralyl Acetate	20.00@				
Diphenyloxide	1.20@	Styralyl Alcohol	20.00@				
Ethyl Acetate30@ .50	Terpineol, C. P. dom..	.36@ .40				
Ethyl Anthranilate ...	5.50@ 6.00	imported36@ .53				
Ethyl Benzoate	1.45@	Terpinyl Acetate90@ 1.15				
Ethyl Butyrate	1.25@	Thymene35@				
Ethyl Cinnamate	4.00@	Thymol	1.90@ 2.75				
Ethyl Formate	1.00@ 1.25	Vanillin (clove oil) ..	5.15@ 6.00				
Ethyl Propionate ...	1.40@ 2.50	(guaiacol)	4.65@ 5.25				
Ethyl Salicylate ...	1.15@ 2.50	Vetiveryl Acetate	21.00@ 25.00				
Ethyl Vanillin	15.00@ 20.00	Violet Ketone Alpha. ..	5.00@ 10.00				
Eucalyptol85@ 1.10	Beta	5.50@ 8.00				
Eugenol	3.10@ 4.00	Methyl	5.25@ 8.00				
foreign	3.10@ 4.00	Yara Yara (methyl					
Geraniol, dom.	2.00@ 6.00	ester)	1.50@ 1.75				
Geranyl	2.10@ 5.00						
Geranyl Acetate	2.90@ 4.00						
Geranyl Butyrate ...	10.50@ 12.00						
Geranyl Formate ...	7.00@ 11.00						
Heliotropin, dom. ...	2.10@ 2.40						
foreign	2.50@						

TINCTURES

Ambergris	18.00@	24.00
Benzoin	1.75@	
Civet	3.00@	5.00
Musk, nat.	32.00@	
Orris, root	2.00@	
Balsam Tolu	1.50@	
Vanilla	3.00@	

SOLUBLE RESINS

Ambrette	18.00@	
Benzoin	2.75@	4.00
Castoreum	28.00@	
Chypre	13.00@	
Civet	80.00@	
Galbanum	6.00@	
Labdanum	6.00@	7.00
Myrrh	6.50@	7.00
Oak Moss	14.00@	16.00
Olibanum	3.50@	6.00
Opononax	6.00@	12.00
Orris Root	18.00@	35.00
Patchouli	10.00@	18.00
Peru Balsam	6.50@	
Sandalwood	12.00@	16.00
Styrax	3.00@	4.50
Tolu Balsam	4.50@	6.00
Vetivert	15.00@	25.00

CERTIFIED FOOD COLORS

Amaranth	3.50@	4.00
Orange II	3.50@	4.00
Tartrazine	3.50@	4.00
Ponceau 3R	6.00@	7.50
Ponceau SX	5.00@	5.25
Indigo	15.00@	
Erythrosine	20.00@	
Guinea Green B. ...	15.00@	
Light Green, S. F. ...	25.00@	
Fast Green, F. C. F. ...	30.00@	
Yellow, A. B.	3.50@	
Yellow, O. B.	3.50@	
Sunset Yellow, F.C.F.	3.10@	3.25
Naphthol Yellow C. ...	8.00@	

SUNDRIES

Alcohol, Cologne		
spirits per gal. ...	2.42@	2.56
Ambergris black ...	Nominal	
gray	32.50@	
Baudruche skins,		
gross	18.00@	25.00
Beaver Castor	8.00@	12.00
Castoreum	20.00@	
Chalk, precipitated ..	.03 1/2 @	.06 1/2
Cherry laurel water,		
gal.	1.25@	
Civet, ounce	3.75@	4.50
Clay, English02 1/2 @	.03 1/2
Kaolin06@	.08
Lanolin hydrous18@	.20
anhydrous20@	.23
Magnesium Stearate ..	.22@	.30
Musk. Cab. pods		
ounce	22.50@	Nom.
Cab., grained ...	Nominal	
Tonquin, pods	20.00@	
Tonquin, gr.	27.00@	
Orange flower water,		
gal.	1.50@	
Petrolatum, white06% @	.08%
Rose water, gal.	1.25@	
Saponin	1.75@	

BEANS

Tonka Beans, Para .	1.00@	1.25
Angostura	2.00@	2.15

Talc, domestic, ton ..	18.00@	33.00	Orris root, Verona ..	.15@	.17	Balsam, Peru	1.65@	2.00
French	35.00@	40.00	powdered18@	.55	Tolu	1.10@	1.35
Italian	50.00@	65.00	Patchouli leaves21@	.75	Fir, Canada, gal. ...	12.00@	12.50
Zinc oxide, U. S. P.13½@	.15	Peach Kernel meal ..	.35@		Oregon, gal.	1.50@	1.75
Zinc stearate21@	.28	Quince seed	1.15@	1.35	Guarana	1.15@	2.15
CRUDE DRUGS								
Almond Meal20@	.35	Reseda flowers, powd.	1.50@	1.65	Gum benzoin, Siam ..	1.30@	1.50
Cardamom seed, decort	.65@		Rhubarb root, powd.	.28@	.50	Sumatra40@	.45
Henna, powdered14@	.28	Rice starch12@	.15	Gum galbanum	1.05@	1.15
Lavender flowers, se-			Rose leaves, red85@	1.25	Gum myrrh25@	.40
lect38@	.55	pale40@	.50	Labdanum	3.50@	5.50
ordinary24@	.30	Sandalwood chips45@	.50	Olibanum, tears16@	.35
Orange flowers40@	1.00	Vetivert root30@		shiftings12½@	.14
Orris root, Florentine	.18@	.22	Violet flowers95@	1.15	Styrax40@	3.35
powdered21@	.70	GUMS AND BALSAMS			Venice turpentine,		
			Balsam Copaiba, S. A.	.26@	.30	true, gal.30@	
			Para24@	.28			

Vanilla Beans

THE difference in opinion as to the size of the new crop of Mexicans, now coming in, continues and while some factors report no better than a small crop others, usually well informed, report a much larger supply than is usual. Thus far, the market has not reacted much to the supplies now coming forward. The price of cuts has been reduced a little but whole beans remain in firm hands and show no immediate signs of weakening. There has been moderate buying interest but the market has not been very active. Local jobbing demand has improved to some extent with the advance of the season.

Bourbons remain low and weak. There is not much demand for them and stocks here as well as abroad still seem more than sufficient for the demand. Reports on the crop range from 400 to 650 tons with most interests inclining toward the higher figure. Such a supply on top of the heavy carry-over would not seem to indicate any recovery in prices, which remain very low. South Americans are unchanged.

Crude Drugs and Sundries

The market has not been active and in general there is a tendency on the part of the entire crude drug trade to compete strongly for any business which appears. The result has not been favorable to the trade as a whole for consumers, hoping for still further concessions, continue to buy from hand to mouth. Actual changes were lacking during the month but on most materials listed, real buying would have resulted in some concessions on the part of dealers and importers.

Big Norwegian Ambergris Find

It is announced from Molde, Norway, that Captain Ingebrigtsen, the proprietor of the Aukra Hoal Whaling Co., whose station lies 20 miles off Molde, has landed a \$200,000 whale. He did not know his luck until the stomach was opened and he found in it a piece of ambergris weighing 131 pounds. Only two larger pieces are known to have been found, and this is the first of any size to be obtained on the Norwegian coast.

As the current price of ambergris is very high, Capt. Ingebrigtsen's whale is worth over \$200,000. In the normal way his catch would not have been worth more than \$2,000.

Essential Oils

(Continued from Page 243)

lower than they have been in many years. Peppermint and spearmint are both very cheap. Tansy has declined. Erigeron is lower. Wormseed has weakened to some extent, the usual Spring demand having been disappointing. Wormwood is not as plentiful as it might be, however, and has firmed up.

The citrus oil situation remains weak and unsettled. Business is by no means brisk in orange and lemon while bergamot is at a standstill. Prices on all of these products, no matter what their origin are declining and while lemon and orange have already reached low levels and bergamot is at a record all time low, it is impossible at the moment to foresee any immediate recovery in values. Only heavy buying which would absorb large surplus stocks of all of these products could result in much in the way of an advance and unfortunately that buying does not seem to be in the immediate offing. Oil of limes, in contrast, is a strong feature with spot stocks low and both distilled and expressed oil selling at satisfactory levels.

Weakness in seeds and spices is reflected throughout the list of oils derived from these products. Following the decline of last month, oil of cloves is again lower and for future delivery some very low levels are being quoted. Ginger is a weak feature. Coriander and cummin can be shaded. Celery is also offered cheaply in some quarters. Anise is at the lowest point in several years and rectified cassia is selling below a dollar in large quantities for the first time in a long while. Other items in this group are also suffering from weakness of raw material and lack of demand for the finished product.

The miscellaneous group is also very irregular. Prices on bois de rose are low. Bay is easier. Bitter almond has been reduced by makers. Cajeput can be had at slight concessions for former prices. Citronella is easier and Ceylon oil has declined a little. After a period of considerable firmness, geranium has softened and Bourbon has declined quite sharply. Petitgrain is cheaper. Savin is also easier and Bourbon vetivert has declined to rather low levels.

The market still looks good from the standpoint of the buyer for consumption. Prices may still decline but the declines cannot be extensive.

Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

German Soap Industry

THE German soap industry in 1928 was comprised of 625 plants, according to the official classification as reported by Consul General Lowrie, Frankfort-on-Main, Germany; 52 per cent of the total factory units were in the state of Prussia and the remaining number divided among ten other German states. However, 54 per cent of all the soap manufactured in Germany in 1928 was manufactured by 25 plants, each of which employed more than 100 workers. The soap industry consumed about 18 per cent of all oils and fats entering into edible and industrial consumption in Germany, including hardened fish oil, 48 per cent of the consumption being attributed to the margarine industry; 456,245 metric tons of soaps were produced in 1928, which is reckoned as equivalent to a per capita consumption of 6.3 kilograms. Ordinary soaps and flakes predominated, representing about 60 per cent of the total produced. A feature of the German industry is that most of the soft soap in that country is made by small plants; that is, plants with five to ten employees each, as a rule. The consumption of oils and fats in the soap industry reached 209,762 metric tons in 1928, of which tallow and palm kernel oil each constituted about 1/6, while linseed oil was next in importance. Importations of soap are considerable in volume, and in 1930 were comprised of 40 per cent each of soft soaps and hard soaps for cleaning purposes, the remaining 20 per cent was in the form of soap powder and flakes. The United States contributed but 4 per cent of the total imports.

Products of the Soap and Washing Compounds Industry in Canada

The manufacture of soap offers an important outlet for the sale of fats and oils, industrial chemicals, and perfume materials in Canada. The growth of the production is revealed in the following statistics compiled by the Dominion Bureau of Statistics:

Products	1928 Pounds	1929 Pounds
Hard soaps—		
Household and laundry soaps and soap chips	110,908,000	114,718,000
Textile soaps	1,803,000	1,673,000
Toilet soaps	17,738,000	21,283,000
Soap powder	6,025,000	9,243,000
Foot soaps	206,000	307,000
All other hard soap	2,294,000	1,084,000
Liquid soaps	542,000	299,000
Soft soaps	842,000	714,000
Ammonia powder		2,043,000
Lye	726,000	863,000
Washing compounds	1,360,000	3,797,000
Other cleaning preparations		10,590,000
Glycerin, crude and refined	7,427,000	9,417,000
Javelle water		1,545,000
Laundry blue		30,000

Drawback Decision on Soap

IN a statement forwarded to the collector of customs at New York on April 10, 1931 (109386) by Frank Dow, acting commissioner of Customs, the following decision, T. D. 44777 (S), in regard to drawback on soap and vegetable oil shortening was given. In regard to soap and vegetable oil shortening manufactured by the Procter & Gamble Manufacturing Co., Cincinnati, Ohio, at its factory at New York with the respective use of imported fish and whale oils and of imported soya bean oil, records shall be kept and methods pursued in accordance with the sworn statement and supplemental sworn statement of the manufacturer subscribed to on September 3, 1929, and March 1, 1930, respectively. The usual records shall be kept.

In the case of soap the quantities of imported fish and whale oils which may be taken as a basis for liquidation shall not exceed the quantities appearing in the exported soap as shown by the schedule forming a part of the supplemental sworn statement of March 1, 1930.

Supplemental sworn schedules shall be filed to cover other brands or sizes of soap and upon verification of such schedules and approval thereof by the bureau, drawback may be allowed on the products covered thereby.

The rate is effective on soap exported on or after May 3, 1929, and on vegetable oil shortening exported on or after June 17, 1929.

Decision on Soap Apples

In T. D. 44835, No. 4, the Bureau of Customs gave the following decision: Soap apples which bore such a striking resemblance to natural fruit might easily be mistaken therefor and consequently should be returned for duty at 60 per cent ad valorem under paragraph 1518 of the Tariff Act of 1930. This was contained in a letter to the appraiser of merchandise, San Francisco, Calif., under date of April 25, 1931.

Protest on Soap

Yardley & Co., Ltd., New York, claimed in protests 474567-G, etc., that soap classified at 30 per cent ad valorem under paragraph 82 of the Tariff Act of 1922 should be returned for duty at 15 per cent under the same paragraph.

Justice J. McClelland, who handed down the decision, held the soap in question dutiable at 15 per cent as claimed, T. D. 16271.

Oil and Fat Supplies

*Excerpts from Address of John B. Gordon Before Session
on Liquid Soaps of Insecticide &
Disinfectant M'frs Ass'n.*

FOR the past quarter century the purely domestic supply of industrial oils and fats in the United States has been diminishing, while the demand for industrial oils and fats for soap making and other industrial usages has been increasing. This diminishing supply has been due in large measure to the fact that sources of supply once available to the soap maker have been appropriated for edible usage.

There is, of course, no use of arguing with economic laws. Transitions of erstwhile soap making oils and fats to the edible field are a natural economic development. Manifestly, it is to the advantage of the producers of these oils and fats to sell them for the usages to which they are best adapted and to the consuming fields which will pay the best price.

The producer who starts to grow an oilseed which will, when put through the milling process, yield only two commodities, namely vegetable oil and oil cake, is getting into a bad field of competition.

This procedure of allowing the vegetable oil to bear a high proportion of the cost of production of the oil seed will not work in all instances. The manufacturers of the product made from the vegetable oil would soon be confronted with a situation where some kind of competitive product would take his market away from him. He could not afford to buy the vegetable oil thus produced because he would find a reduced market for the manufactured product he desired to make from it.

Inedible tallow is the most substantial domestic oil or fat item which is left to the soap maker and certain other industrial users. But the domestic supply of inedible tallow would be pathetically inadequate were soap makers dependent on it alone.

Most of the tallow which is produced in the United States is made from shop fats. I am of the opinion that we are procuring about all the tallow from this source that we can ever hope to obtain.

I have recited the foregoing facts to show why it is that the soap maker finds himself being forced more and more to look beyond the borders of the United States for a supply of fats and oils from which to make soap.

Added to the economic developments, taking place in relation to the available domestic supply of soap making oils and fats, there is a further extremely important consideration which forces soap makers to import foreign oils and fats. Soap makers must import many of the foreign oils and fats because they are absolutely essential in their soap making formulas. Soap makers must have coconut oil, palm kernel oil, palm oil, sulphur olive oil or olive oil foots. The sum total of oils and fats which the soap industry alone must import exceeds seven hundred million pounds per annum.

Now the mere statement that the soap industry needs to import this amount of the various oils and fats per

annum does not tell the whole story. We all know only too well that the soap industry and the other industrial users of oils and fats have had to wage the hardest kind of battle at Washington with various groups, whose programs, if adopted, would do the soap industry and other oils and fats using industries incalculable injury. These groups which have sought to bottle the soap industry up and stunt its growth have endeavored to accomplish their end through the use of the tariff. While the principal idea of these groups has been to get rich at the other fellow's expense, they have all advanced the same plea, namely, that it would help the American farmer if the soap industry and other industrial users of oils and fats were shut off from access to their supply of foreign oils and fats by the levying of high tariff duties.

Let us examine into this plea that it would benefit the American farmer to shut off the importation of those foreign oils and fats which are used for the manufacture of industrial products, such as soaps, tin plate, varnish, rubber substitutes and the like.

The oils and fats of organic origin, which are consumed in the United States, are divided into three groups, namely, the drying field or group, the edible field or group, and the non-drying industrial field or group.

The drying field or group embraces such oils as china wood oil, perilla oil, linseed oil, soya bean oil and menhaden fish oil.

The edible field or group embraces such oils and fats as butter, lard, cottonseed oil, peanut oil, corn oil, oleo oil, oleo stearin, edible tallow and edible olive oil.

The third group, which is the non-drying industrial group, embraces a miscellaneous collection of oils, all marked by one unchangeable characteristic, which is that they do not possess the power of drying. In other words, if you spread them out on a piece of glass and allow them to remain there, they form no surface film but retain their oily condition. The chief use of all these oils and fats in the non-drying industrial group is for industrial purposes, in fact some of them have absolutely no other usage. The oils and fats composing the non-drying industrial group are palm oil, inedible olive oil, palm kernel oil, coconut oil, rapeseed oil, sesame oil, non-drying sea animal oils, such as whale oil, and the offal and refuse oils and fats, such as greases from garbage, tallow rendered from shop fats collected in restaurants, hotels, butcher shops, the tallow produced in packing houses, and the like. The only domestic oils and fats on which the imported non-drying industrial oils could possibly encroach would be those of the edible field and that encroachment would be relatively small as they are largely not suitable for edible usage. Since they will not dry, they cannot be used for the manufacture of any of the articles for which the oils composing the drying field, or group, may be used, hence

there can be no competition then. Therefore, at no point do they compete with the American farmer's produce to any important degree.

When the Tariff Act of 1930, this being the Tariff Act which is now in effect, was framed the Bureau of Raw Materials for American Vegetable Oils and Fats Industries pointed this fact out to the Ways and Means Committee, which is the tariff making body of the House of Representatives, and the Finance Committee of the Senate, at the same time stressing the great importance of the imports of these oils and fats for industrial purposes. The industrial users of these oils pointed out that these oils were not, for the most part, native to the United States; that there was a great deficiency of supply of industrial oils and fats in the United States, and that economic considerations warranted their continued importation.

Congress took cognizance of the fact that practically all the oils produced in the United States, with the exception of linseed oil, soya bean oil, and fish oils, such as menhaden oil, are edible oils and fats, and that the domestic production of oils and fats, with the exception of those in the drying field, are used practically one hundred per cent for edible purposes. It undoubtedly was apparent to Congress that, as long as the non-drying industrial oils and fats were kept out of competition with the United States production of edible oils and fats, there was no protective purpose which could be served by placing a duty upon them. Therefore, when the Tariff Act of 1930 was constructed, Congress provided that palm oil could be imported duty free and that inedible olive oil, palm kernel oil, rapeseed oil, sesame oil and sunflower oil could be imported duty free, provided they are "rendered unfit for use as food or for any but mechanical or manufacturing purposes, by such means as shall be satisfactory to the Secretary of the Treasury and under regulations to be prescribed by him." Coconut oil comes in duty free from the Philippines. On other oils and fats of strictly industrial usage they continued the moderately low rates of duty in effect in the previous Tariff Act.

In November, 1930, however, the Collector of Internal Revenue, who has supervision over the manufacture of oleomargarine under the Internal Revenue Act, stipulated that unbleached palm oil could be used in the manufacture of oleomargarine without payment of the ten cents per pound tax on the colored product. Immediately a great hullabaloo arose. The butter makers claimed that the use of palm oil in oleomargarine was costing them a million dollars a day in decreased prices of butter. They started an agitation designed to embargo importations of palm oil into the United States. Simultaneously, however, they asked Congress to pass a law to prevent the use of unbleached palm oil in the manufacture of oleomargarine without the payment of the ten cents per pound tax and Congress did finally in the closing days of the session pass a law which makes yellow oleomargarine taxable at ten cents per pound.

This should have ended the complaints of the butter makers against palm oil importations since the imports now are going practically one hundred per cent into the manufacture of nothing but soap, tin plate and rubber, but it has not. They continue to make extravagant claims to the effect that palm oil can and will be used for edible purposes.

The producers of oils and fats in the United States have absolute control of the two best paying classifications of oils and fats. It would do them no good if a tariff policy were inaugurated to interfere with the non-drying industrial group, into which classification fall the raw materials of the soap maker and other industrial users. The American farmer does not produce any of these oils and fats with the exception of tallow.

In case it were claimed that tallow is a commodity in which the farmer is especially interested, I need only to point out that only thirty per cent of the domestic supply of tallow comes from the packing houses and that the remaining seventy per cent comes from the rendering establishments.

One group at Washington which has sought to make much trouble for the soap makers and other industrial users of oils and fats are the fish oil producers. They say we ought to make industrial products, such as soap, out of fish oils. When they say this they ignore the fact that all the fish oil they produce would not amount to as much as two per cent of the annual consumption of industrial oils and fats in the United States, and further that a very large share of the fish oil is being utilized in the manufacture of paint, linoleum, etc., and that there is no reason for them to harass the soap makers.

Just now the latest objective of this ill-assorted group of fish oil manufacturers and other industrialists, who claim that they are working in the farmer's interests, is to shut off the supply of coconut oil and copra, which is imported into the United States for the use of the soap maker, from the Philippines. They say that we should liberate the Philippines to better the condition of the farmers in the United States. They claim that we promised the Filipinos independence and that this promise having been made, we should grant Philippine independence forthwith.

In so far as farmers in the United States benefiting from the shutting out of coconut oil imports from the United States through liberation of the Philippines is concerned, it is difficult to see how the use of coconut oil in soap could do the farmer any injury. He is one of the largest users of soaps which contain coconut oil.

I submit that the welfare of our wards in the Pacific should not be dependent upon selfish considerations. The question of Philippine independence should not rest upon the consideration of profit and loss to sugar refiners, butter makers and other groups, but upon the broader consideration of what is best for the future welfare of the Islands and what is just treatment to be accorded them in carrying out the terms of the guardianship which we have assumed.

Another matter of interest to consumers of oils and fats, which will come up when Congress convenes in the Fall, is the report of the United States Tariff Commission on the investigation which they are now conducting into the cost of production of imported vegetable oils. This report will be presented to the United States Senate.

This situation, combined with the Philippine matter, will make it well worth while for every soap manufacturer and other industrial users of vegetable oils to pay close attention to the activities of Congress when it convenes at Washington this Fall.

Soap Materials Market

Tallow

The market during the period just passed followed the procedure obtaining for the past several months. Following a recession in price, the tallow market at this writing has about faced to firmness and advanced quotations. Despite the assertions of soapmakers that their requirements are too well taken care of in advance, they manage to continue buying so as to prevent any accumulation of surplus production of tallow and grease.

The City Extra grade of tallow is held as high as 4½¢; the very best Fancy at 4¼¢ per pound delivered. With the improved tone in tallow, greases have picked up. Best quality House Grease is quoted at 3¼¢ to 3½¢ loose; No. 2 tallow high titre costs about 4¢.

The Middle Western market responded to the firmer trend with even greater alacrity than the East. Buying interest is being shown in July and August shipment. Prime Packers' grade is held at 4¢.

E. H. FREY.

Vegetable Oils

Since our last review, further reductions of prices have been noted for various grades of vegetable oils. Some business has been placed recently at the lower levels, but on the whole, the market has not been very active.

Crude coconut oil sold at 4¢ lb. New York in tanks and while it may be possible to secure further limited quantities for nearby deliveries at this figure, importers and producers are now asking 4½¢ lb. New York and 3¼¢ lb. Pacific Coast in tanks for June/December shipments and ½¢ per pound higher for January/February/March.

Crude cottonseed oil sold last at 6¢ lb. in the South East and Valley but there is not very much offered at this level for early shipment. Corn oil during the period just ended experienced a decline with last sales at 5¼¢ and 5½¢ lb. Midwest mills in tanks with further limited quantities available for June shipment. Domestic crude soya bean oil is holding fairly steady since most of the producers have sold their output for this season's production.

The demand for palm oils has been fairly good but stocks abroad have been quite heavy and following the trend of other fats and oils, prices have become lower.

A. H. HORNER.

Industrial Chemicals

The demand has been light during the month and the general chemical list just steady. The market is in the hands of manufacturers almost exclusively and this has resulted in steady prices in spite of lack of active consuming demand. Alkali makers report a fair business against standing contracts although some classes of trade have asked postponement of shipments. As for the spot market, there has been very little doing in it and when resale parcels have occasionally appeared, they have been offered at slight concessions.

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra03 ¼ @	
Edible04 ¼ @	
Fancy04 ½ @	
Grease, white03 @	.04
House02 ½ @	.02 ¾
Yellow02 ½ @	.02 ¾
Lard07 ½ @	.09 ¼

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks.	.03 ¼ @	
Corn Oil, 95% T.F.A., tanks02 ½ @	
Red Oil, distilled, tanks07 ½ @	
Saponified07 ¾ @	
Stearic Acid, single pressed08 ½ @	
Double pressed09 @	
Triple pressed11 ½ @	

Soap Making Oils

Castor No. 1, tanks10 ½ @	
No. 3, tanks10 @	
Coconut, Ceylon Grade, tanks04 ¼ @	
Cochin grade, tanks04 ¾ @	
Manila grade, tanks04 ¼ @	
Corn, crude, Midwest mill, tanks05 ¾ @	
Cotton, crude, Southeast, tanks06 @	.06 ¼
Refined06 ¾ @	
Foots, 50% T.F.A.01 @	.01 ½
Lard, common No. 1, barrels08 @	
Olive, denatured, max. 5% F.F.A.		
drums, gal.68 @	
Foots, prime green, barrels05 ¼ @	
Palm, Lagos, max. 20% F.F.A., drums	.04 @	.04 ¼
Niger, casks03 ¾ @	
Palm kernel, tanks04 ¾ @	
Peanut, crude, barrels08 ¾ @	Nom.
Refined, barrels11 @	.13 ¼
Soya beans, max 2% F.F.A., Midwest		
mill, tanks05 ¾ @	
Tallow, acidless, barrels07 ½ @	
Whale, Crude No. 1, Coast, tanks05 @	
Refined, barrels68 @	.73

Glycerine

Chemically pure, drums extra12 @	.12 ½
Dynamite, drums included10 @	.10 ¼
Saponification, drums07 @	.08
Soap lye05 ¾ @	

Rosin

Barrels of 280 pounds

B	\$4.55	K	\$6.60
D	5.15	M	6.85
E	5.55	N	7.10
F	5.75	W. G.	8.45
G	6.15	W. W.	8.90
H	6.40	X	9.00
I	6.50	Wood	4.80

Chemicals

Acid, muriatic, 18°, 100 pounds	1.00 @	1.60
Sulfuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlots, ton	56.00 @	76.00
Cyclohexanol (Hexalin)60 @	
Naphtha, cleaners', tankcars05 ¾ @	
Potassium carbonate, 80@85%05 ¼ @	
Hydroxide (Caustic potash)		
88@92%06 ½ @	.06 ¾
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds	1.15 @	2.09
Hydroxide (Caustic Soda) 76%		
solid, 100 pounds	2.50 @	3.59
Silicate 40°, drums, works, 100		
pounds75 @	
Sulfate, anhydrous01 ¾ @	.02 ¼
Phosphate, tri-basic03 ¼ @	.03 ¾
Zinc oxide06 ½ @	

.04
.02%
.02%
.09%

.06%
.01%

.04%
Nom.
.13%

.73
.12%
.10%
.08

\$.660
6.85
7.10
8.45
8.90
9.00
4.80

1.60

76.00

.06%
14.00

2.09

3.59

.02%
.03%

fumer